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ABSTRACT

This study of the public libraries in one county in central Iowa examines the workings of the Earlham, Truro, and Winterset libraries, and explores the elements in their respective communities which affect current library services and which have potential implications for future library planning. In addition to detailed profiles of the three libraries, this report includes analyses of the communities of Madison County and their library users. Census data are provided, as well as a comparison of Madison County to the 1978 Gallup Survey. A review of project goals, a selective bibliography, and maps of the area are appended to the study. (FM)

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BRIDGES TO THE FUTURE:

LIBRARY SERVICE IN

MADISON COUNTY, IOWA

By

Jim Adamson

and

Larry Rees

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ACKNOWLEDGMENTS

Early in 1978 Jane Gray, Director of the Office of Library Development, and Joan Brauer, Research Specialist at the State Library Commission of Iowa, attended a seminar in Colorado conducted by the Community Analysis Research Institute and returned to Iowa full of excitement and enthusiasm about what they had learned and anxious for other members of the Iowa library community to have an opportunity to be exposed to the concepts that had captured their imagination. Such an opportunity developed in August of 1978 when the Community Analysis Research Institute came to Iowa through the sponsorship of the State Library Commission.

Under the influence of the missionary zeal of Gray and Brauer, but with, perhaps, a degree of skepticism, the Central Iowa Regional Library sent three staff members to attend the seminar on community analysis conducted by Roger Greer, Director of the Institute, and Martha Hale, Associate Director. At the conclusion of a very intense three day session we at Central went home convinced that the enthusiasm of the folks at the State Library had not been disproportionate. Indeed we now shared that enthusiasm.

The report which follows is an outgrowth of our exposure to the ideas of Greer and Hale. We are painfully aware of the report's shortcomings but we are convinced it was worth doing and that the report can be useful. We are grateful to Greer and Hale for their ideas, their techniques and methodologies and most of all for giving us the courage to try it.

A special thank you is due to Marjorie Humby, former Administrator of the Central Iowa Regional Library, for her strong conviction that our study was worth while and for her support during the time we were immersed in it. Thanks are due as well to the Central Board for their patience and forebearance when we missed some of our deadlines.

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We would also like to acknowledge a few of the many "nonlibrary" Madison County people who took the time to talk with us and answer our questions:

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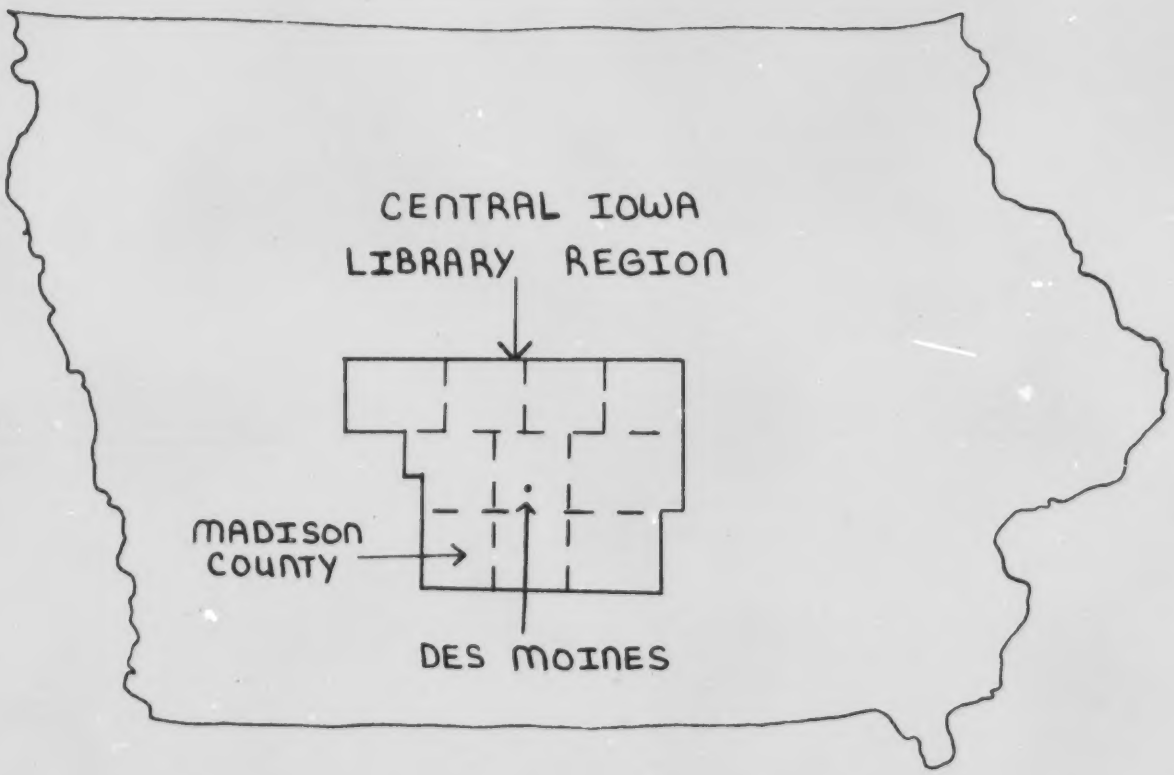


INTRODUCTION

The introduction of this report seems an appropriate place for us to examine some of the things we hoped to accomplish when we began. A review of "why we did it" will help explain what the report is and how we hope it can be used. Such a look back may also clarify what the report is not and perhaps help explain, if not excuse, some of its many shortcomings.

When we began this project several months ago we listed a number of goals. The first and most important goal was to:

> Produce a study of all the public libraries in one county in the Central Iowa Regional Library Area which would examine, as fully as possible, not only the the libraries themselves but also as many as possible of the elements in their "environment" that effected present library service and had potential implications for future planning.

Secondly, by looking at an entire county we hoped to discover:

> To what extent the independent and autonomous local libraries in the county served the entire population of the county.

We realized at the outset that these goals were ambitious. Our scope was broad. To make our task more manageable we chose Madison County, Iowa, a county with three libraries and an estimated total 1976 population of 12,060.

The Madison County libraries were chosen because they were typical in several ways of libraries throughout the Region, because there were only three libraries in the county to study and because of an excellent tradition of cooperation between the Madison County libraries and the Central Iowa Regional Library. The site for the study was not selected because of any particular problem in Madison County. We simply wanted to see what we would find - not discover a "solution" or find evidence to support a thesis. This was both an asset and a liability. It allowed us to be unbiased. We had no ax to grind. On the other hand if we had had such an ax it might have given our report a sharper edge. We would have had a tool - a criterion - by which to decide what to chop out of the following pages. The length of this report is perhaps its major flaw.

The report is long because of its scope. It is also long because of our decision that the individual local libraries in Madison County would be the primary intended audience. Once this was decided it seemed important to keep in mind the nature of the relationship between the reporters and the audience. Central has no authority over the libraries studied. The libraries are autonomous. We work together cooperatively. We value and want to continue this cooperative, interdependent relationship. We are not presuming, in this report, to make management decisions which are the prerogative of the local librarians and trustees.

During the course of preparing this report, the people of Madison County warmly welcomed us. They gave unstintingly of their time. But we had invited ourselves. They had not asked us to do the study. With the above factors in mind we present in what follows many recommendations and much supporting material with the understanding that it is up to the local libraries to decide which recommendations, if any, to pursue. It will be obvious that we have left the bath water in with the baby.

Our readers can best decide which is which, throw the water out, and save the infant from drowning. To mix metaphors, the following pages should be regarded as a smorgasbord to be sampled selectively by using page references in the table of contents.

A secondary goal of this project was to learn by doing. We hoped by doing the study to acquire the skills and techniques which would allow us to develop in the future a comprehensive in-depth picture of local libraries in the Region and the communities in which they exist. Such a picture would be an invaluable asset in planning Regional services. We wanted Madison County to be our learning laboratory.

This goal helps account for what we feel is another weakness of the report - the lack of in-depth local involvement. The local librarians were certainly involved, interested, and helpful. We certainly talked to a good number of local citizens. However, we did not do enough to generate widespread community understanding of what we were trying to accomplish. Greater participation and enthusiasm on the part of citizens and local government officials would have made the report better and its probable impact greater. We would concentrate more effort in this area if we did a similar s study in the future.

It may be too early for us to assess whether we have achieved the goals we set for ourselves in doing this study. It may be that it is not up to us at Central to do the assessing at all. The Madison County librarians and library trustees can be the best judges of our effort. It is primarily for them that the study is written.

The report suggests many possible bridges to improved library service in Madison County. No one library or group of libraries could hope to cross them all. We hope our report will help the libraries choose among the bridges as they plot their path into the future. During the months that we worked on this report we gained a knowledge of the dedication of the librarians and trustees in Madison County to high quality library service. It is this knowledge that makes us confident the report will be received with a generous and forgiving spirit, a willingness to separate the wheat from the chaff.

THE PUBLIC LIBRARIES OF MADISON COUNTY

Earlham

Winterset

TRURO

Introduction

There are three public libraries in Madison County. The libraries are fairly evenly distributed along a northwest to southeast cross-county diagonal. Earlham, near the northwest corner, is a town of 1069 people according to 1976 Bureau of the Census population estimates. The library reports holdings of 8,367 volumes. The 1977 total circulation figures were 11,127. Winterset, the largest town in the county with a 1976 estimated population 3795, is located near the geographic center of the county. The Winterset library is the largest of the three libraries. The Winterset Library reports holdings of 20,514 and 1977 total circulation figures of 72,389. Near the southeast corner of the county is Truro, with a 1976 estimated population of 405. Truro reports holdings of 8,977 and a total 1977 circulation of 6,842. An interesting progression emerges when we compare the size of the town in which the libraries are located. Earlham is approximately three times as large as Truro and Winterset is approximately three times as large again so that Winterset is about nine times larger than Truro. Earlham, Winterset, and Truro are respectively 28, 31, and 33 miles from the Des Moines metropolitan area.

These three public libraries have the responsibility for providing library service to all the citizens of Madison County. Being town libraries, they of course serve the citizens of the town in which they are located. As recipients of county funds the libraries are expected to provide library service to persons in the rural parts of the county as well, i.e. those persons residing outside of incorporated areas. Finally, a state law requires that towns without libraries contract with a library for the provision of library service to its citizens.

What are these three libraries like and how are they serving the total Madison County area?

The Earlham Library

The Library Building

Exterior

No signs in town direct the stranger to the library. However, there is a large easily read sign along the roofline of the library that announces the building as the "Earlham Public Library."

> RECOMMENDATION (all three libraries):
>
> That large, attractive and easy-to-read directional signs be place along the two roads most used to enter the city.
>
> REASON:
>
> The signs will publicize the library and help strangers find it.

The library is located near the center of town along Chestnut Street, the main thoroughfare. The location is excellent for easy access to the library. It is just a short walk from such places as the town hall and the post office.

The building is not free standing. It abuts directly against a building on the right and left and sits flush with the sidewalk as do the other buildings along the street. The library has been designed to blend in with the store front office building facades along the main street, and does so without seeming to be set apart as an "edifice." The front exterior is a very attractive blend of brick and glass. It is light and inviting-approximately two thirds of the front is glass. The main entrance door itself is of plate glass.

Parking is available in the unreserved general parking along the business street. The Director says that parking is not a problem since the library does not get a large number of visitors at one time. During our several visits to the library we never had to park farther than a few yards away from the front door of the library.

There is a very slight barrier to handicapped access through the main entrance. There is a half step rise up to a platform in front of the door. It appears that if a person in a wheelchair was able to get over this rise there would not then be room to swing the door open. The width of the door is adequate for a wheelchair to get through.

> RECOMMENDATION (Earlham):
>
> That the step at the entrance to the library be remodeled into an incline.
>
> REASON:
>
> Removal of the slight barrier will make the library more accessible to people in wheelchairs.

The building has capacity for expansion (1) eastward through the back yard to the alley (approximately 30'-50'), (2) upward by creation of a second story, or (3) least likely - northward, replacing or remodeling the building next door, which is vacant except for a retired man who lives upstairs.

Existing interior space is "just about used up..." On the positive side, all bookshelves can be easily moved.

Interior

The library building was constructed in 1951. There is evidence of planning to make the structure fit the specific requirements of a library. The interior space is divided behind the staff desk along a line parallel to the street into two main rooms of unequal size, the front room being larger.

The staff is visible from the entrance through glass partitions or an open door. The first entrance opens to a short (10 feet of so) hallway which on the right leads to toilet facilities and straight ahead leads to the inner entrance, which in turn opens to the front room of the library. Straight ahead is the circulation desk. To the left and right are bookshelves which line the walls.

The front room also contains the catalog, fiction - both adult and juvenile, and magazines and newspapers of the current year.

The back room contains non-fiction materials, the reference collection, paperbacks, and magazines and newspapers one to three years old - some of which are bound.

Attractive wooden chairs and tables provide adequate seating for present levels of usage. Some small tables and chairs for children are located in the front room. The amount of furniture has been kept at a level where crowding is avoided and access to book shelving areas is not hampered.

The building, constructed of concrete block, contains no obvious structural flaws. A rear door opens into the backyard.

There are no specially designated emergency exits. Also, there is no emergency lighting, smoke detector, or sprinkler system. Regular lighting is adequate for normal circumstances. There is a fire extinguisher in the back room.

Earlham Public Library has approximately 924 square feet of interior space excluding custodial and mechanical areas. The estimated 1976 population of Earlham was 1069. Total square feet per capita is approximately .86 when the town population only is considered. This exceeds recommended standards of .7 to .8 square feet per capita. However, as we discuss more fully later, Earlham's actual total service area extends beyond the town itself, thus reducing the above per capita figure.

In general the interior of the library is funtionally arranged for utilization of the space available. It appears businesslike and inviting. The circulation desk is in a prominent position and almost always occupied by a staff person. The bookshelves and tables are not excessively cluttered.

Both rooms have clearly visible "FICTION" signs at the top of shelves, and barely visible small typewritten signs at the front of some shelves. In addition, the back room has two typewritten sheets posted on the end board of a bookshelf. The sheets contain an explanation of the organization of the library and include a list of the main Dewey Decimal Classification System numbers and corresponding subjects used in the Earlham Public Library.

Graphics seem adequate except that patrons in the front room could probably use general information like that contained on the typewritten sheets in the back room.

RECOMMENDATION (Earlham):

That signs containing general information about the collection be placed in the front room of the library.

REASON:

Informational signs will help users find their way, and will save time for the Librarian.

Restroom facilities are available to the right of the front hallway for both sexes. There are no directional signs, but the doors are clearly marked. Both restrooms are useable by young and old without asking for staff assistance. However, only the women's restroom is useable by handicapped in a wheelchair. The men's restroom is not accessible by wheelchair because the door opens inward and because of the location of a partition inside. Not enough space remains to allow entrance via wheelchair.

RECOMMENDATION (Earlham):

That consideration be given to remodeling the men's restroom so that it is accessible by wheelchair.

REASON:

The man in the wheelchair will appreciate being able to use the men's restroom without having to request special assistance from the staff.

There are no water fountains, lockers or snack area. However, the Librarian would like to have coffee available for library users. This might be resented by the owners of the cafe next door to the library.

A minimal noise level is attained by use of wall-to-wall carpeting throughout the interior.

The catalog is located in the front room on a table against the wall at the back of the room. The catalog is in a wooden cabinet which contains 25 drawers

(5 across and 5 up), and measures 26"x17"x33". There are three empty drawers. The cabinet is just small and light enough to be portable without strenous effort.

Before 1973 there was no catalog at the Earlham Public Library. The project to catalog materials began in 1973 and continued into 1974, when the wooden cabinet to house the catalog was purchased.

There are no rooms specially designated as "meeting rooms." However, in the past the back room was City Hall and was also used for club meetings. Now other facilities in town are used for most such meetings. The back room of the library is still used for the monthly meeting of the library Board of Trustees.

Heating is adequate. Interior temperature is kept no higher than 70 F. in the winter. An air-conditioning system has been installed and available for use the past two or three years. Also, a humidifier has helped make the building more comfortable.

The Library People

The Staff

The staff consists of the Director and one part-time assistant. The library is open Monday-Saturday, 1:30 p.m.-5:00 p.m. The Director works everyday except Wednesday. The assistant works Wednesday and Friday. Also, one member of the Board of Trustees helps when needed.

The size of the staff appears adequate for usage patterns observed during the community analysis project. Usually no more than one or two people came into the library at any one time so that despite the fact that there was only one person on duty all visitors were greeted cordially and given assistance if needed.

The Personnel Policy is written and includes such standard provisions as sick leave and vacation time.

There are no written job descriptions. As is to be expected with a staff of this size, there is considerable overlapping of duties. The Director outlined the following tasks performed by her and her assistant:

Tasks assigned to the Director: (1) Administration (correspondence, reports, supervision); (2) Technical Services (selection, acquisition, processing, collection management); (3) and Public Services (circulation - check books in and out, reference).

Tasks assigned to the assistant: (1) Technical Services (collection management-shelve books and file cards); and (2) Public Services (circulation-check books in and out, and reference).

RECOMMENDATION (Earlham and Truro):

That job descriptions be written.

REASON:

Written job descriptions will: (1) clarify for all concerned, the tasks which are part of the job; (2) provide supervisors with information basic to evaluating performance of employees; and (3) make the library more accountable to its public.

No formal personnel evaluation has been done.

Particular interests of the two staff persons have proven to be assets for the library, and might be even more so in the future. The Director is greatly interested in genealogy and is able to provide expert specialized service in that area to library users. The assistant is very interested in working with children and hopes for opportunities to broaden the scope of the library's services to this age group.

Without estimating the percentages of time involved, the Director listed the following tasks which she performs away from the library:

Talks to clubs: She is not paid separately by the library for speaking to groups. She occasionally takes compensatory time off work, if her assistant is available to work in her place.

Attend Central Iowa Regional Library (CIRL) meetings in Des Moines.

Conducts reference searches at home: Most reference searches at home are in response to high school students' requests for information to help then write theme papers-most of which pertain to history. There are also some requests from patrons in general for genealogical information. The Director usually concludes reference searches at home by bringing to the library the pertinent historical, genealogical, or other reference work from her personal collection. She then checks the item out to the patron just as if the book were owned by the library, "That way I can keep track of it."

In regard to continuing education and staff development, the Director states that there is "nothing against" granting money and time off work so that employees can attend workshops, but it is "sometimes hard to work out." Fortunately, last year's continuing education classes (cataloging classes)-conducted by CIRL at the Winterset Public Library, were scheduled so that staff of the Earlham Public Library staff could attend classes and still report for work in the afternoons.

The Director and the Board of Trustees are willing to implement new ideas/methods/approaches learned in such programs.

The Director states that she and her assistant communicate regularly and informally about new program ideas and new procedures during slow times at the library. Scheduled staff meetings or planning sessions are not seen as necessary.

Assigned duties of the Director and her assistant do not include participation in any community agencies. The Director said she does not like to belong to clubs, and although she has participated in some in the past, she has discontinued it.

RECOMMENDATION (Earlham):

That consideration be given to incentives such as pay or compensatory time which would encourage library employees to participate in community agencies or groups as regular members, trustees, etc.

REASON:

Participation by library employees in community agencies or groups will make the employees more aware of what is going on in town, and better able to adapt library programming.

Both librarians are avid readers and there is an ongoing friendly competition concerning who has read the most books.

The Board

The Director states that Board members are selected on the basis of interest in the library. She added that it is hard to find people to serve on the Board. Some of the reasons are as follows: (1) the Board wants to meet during the daytime, so it is hard to get young people on the Board; (2) community activities of one sort or another occur every night, and attract many people (e.g., those with children attend school activities. Earlham is a "school-spirited town. The school bond passed. We are independent-no busing, and want to keep it that way."; and (3) older people prefer not to attend meetings at night.

The Board has five members-two men and three women. They are all retired, range in age from 50-75, and all live in town-as they have for years.

RECOMMENDATION (Earlham and Winterset):

That consideration be given to the selection of at least two rural residents for the Board of Trustees.

REASON:

Rural residents who are members of the Board of Trustees will be likely to represent the rural area in discussion of library policies.

Terms of Board members overlap to ensure continuity. The Director states that there is a rule for being ejected from the Board for non-attendance at Board meetings. The rule is enforced. In fact, it has been at least once during the nine years that the Director has worked at the Earlham Public Library.

The Director states that by-laws governing operation of the Board of Trustees are written. She does not know if they have been recently revised, but imagines that they are up-to-date.

The Director states that "probably to some extent" the President of the Board of Trustees delegates responsibilities to individual Board members.

The Board meets once each month - at the library. Meetings are regularly scheduled to begin at 1:00 p.m. on the second Monday of the month. Length of the meetings varies depending on the agenda. The Director of the library attends the first part of each meeting, and stays just long enough to give a Monthly Report. She does not stay longer because she has work to do in the library. Members of the Board of Trustees read the Director's monthly reports, and offer occasional comments.

RECOMMENDATION (Earlham):

That the Director remain in attendance throughout each meeting of the Board of Trustees.

REASON:

The Director will be much more aware of reasoning involved in decisions made by the Board of Trustees, and will have the opportunity to participate more fully in discussions about the library.

All members of the Board of Trustees use the library to some extent. One Board member is a regular user. She is also the person who is helping the staff prepare a subject catalog. The Director states that members of the Board of Trustees "are aware" of what happens in the library during high use periods.

The Library Materials

Print Materials

Collection Development is accomplished through mutual efforts of the Board of Trustees and the Director of the library. The Board determines overall selection policy. The Director enacts that policy. She "usually but not always" confers with the Board of Trustees before ordering specific materials.

Selection tools used by the Director include the New York Times Review of Books; Forecast; booklists and reviews in the Des Moines Sunday Register; Books in Print; suggestions by users; suggestions by her assistant; and suggestions by the Board of Trustees.

Sources from which the library orders include: (1) for adult books - Baker/Taylor, University of Iowa or Iowa State University usually for books about Iowa; and (2) for juvenile books - Nathaniel Dane, Massachusetts, and Gumdrop Book Distributors, Bethany, Missouri. Also, when the Director and her assistant happen to be in Des Moines, they select and acquire books by browsing at bookstores.

Quantity of books purchased averages about 400 per year.

Materials are usually ordered after the monthly meeting of the Board of Trustees.

The Director tries to acquire materials by Iowa authors, and materials about the local area. She emphasizes historical materials.

The library subscribes to almost 70 magazines.

According to the Director, books and magazines seem to be in tune with the community.

Most magazines are used. Continual weeding by the staff ensures that if a magazine is not used, its subscription is discontinued and another magazine ordered in its place.

The Materials Selection/Weeding/Gifts Policy of the Earlham Public Library is not written. The Director states that results of actual selection/weeding decision (which constitute an unwritten policy) seem "generally" responsive to needs. Materials are selected "based on expressed interests of individual users rather than groups or agencies." Selection of library materials is not a frequent topic of local conversation "because we pretty much always have something for everybody."

Factors and procedures involved in selection/weeding/gifts decisions are as follows:

Selection:

Factors to be considered:

(1) Demand for an item (e.g., two or three people request a book.)

(2) Other reasons which justify purchase of an item regardless of low demand (e.g., historical importance of the work - "like Nixon's books.")

Procedures:

(1) The Director keeps a list of requests for certain materials, and of items seen in magazines, book catalogs and book reviews.

(2) All members of the Board of Trustees also keep lists of items from book reviews. Input from the Board of Trustees is based largely on these lists.

(3) Citizen input to collection development consists mostly of requests to staff that the library acquire certain items. The staff honors such requests whenever possible - considering the budget and the likely extent of use of the requested item. Community needs are learned through requests received from individuals, groups, and agencies.

Individuals:

(1) Most requests from individuals are from women's club members who are going to deliver reports to their clubs.

(2) Some requests are based on vocational interests, e.g., those of business men, and a woman who asked for a book about swine research.

(3) Some requests are from students who want material for their school work.

(4) The staff tries to "hit all subjects" in which individuals have expressed interest.

Groups:

(1) Women's clubs are "good backers" of the library. "Federated Clubs" (Chautauqua, Sorosis, Ingenue, Friendly Circle) have assigned reading lists which they give to the Director for use as a buying guide. Members of the club want to read many or all books on the list. The Director acquires the books when possible.

(2) Bible Study Groups and Church Women's groups occasionally request library materials.

(3) Most other "clubs"(groups) in town also cooperate with library staff. Club members request materials to help them prepare "lessons" (reports which they will deliver to the rest of the club at a meeting).

(4) Library staff acquires materials according to the following priorities:
a. works likely to be of widespread general interest are purchased;
b. works likely to be of limited general interest are acquired through interlibrary loan.

(5) The staff tries to "hit all subjects" in which groups have expressed interest.

Agencies:

(1) Nursing homes: The director of the library selects large print books, and orders films from the State Library. The Activity Director of the Nursing Home picks up the books and films at the library.

(2) Churches: (See above - Groups - Bible Study Groups)

(3) Earlham Business Association: Asked for films once. The Director acquired the films.

(4) Museum: Staff person at the museum asked the Director of the library to order books regarding period pieces and how to refinish them.

(5) No inputs or requests have been received from the following agencies: Mayor and City Council, Post Office (but the last Postmaster gave a Zip Code Directory and a stamp book to the library), Rescue Unit, Fire Department (acquires hardback covered materials elsewhere, and want to keep them), and Farm Bureau (but has given books to the library.)

Weeding:

Factors to be considered include:

(1) Use of an item: "If not used in five years or so" it can be removed from the collection. However, an item is kept in the collection if "there are one or more users who are interested in the work and might use it again."

(2) Reference utility: If an item "might be useful as a reference tool" it is kept in the collection. This is so regardless of the type of work, e.g., fiction (like "the Appalachia works by Janet Holts Giles"), or its location in the collection - e.g., on the shelves or in the vertical file. Such works, when left in the collection, are also "left in the same place on the shelves rather than moved to the reference collection."

(3) Space available: If the collection is crowded, the Director is more "likely to get rid of items," but if there is space available she is "more likely to keep items" in the collection.

Gifts:

There is no clearly defined Gift Policy. Examples of gifts received include the following:

a. Individuals: The Director states that gifts from individuals are "usually received as a memorial for family members," in which case the donors usually ask the librarian for suggestions.

b. Groups: Gifts from groups are usually "from clubs as a memorial." They usually ask the librarian for suggestions.

c. Agencies: The Farm Bureau sometimes gives books to the library.

A discussion of the composition and useage of the Earlham print collection can be found on page 86.

Non-Print Materials

Art prints and phonograph records were received from CIRL as a part of the CIRL Rotation Program. Both the art prints and phonograph records were "very popular" with users of the Earlham Public Library.

Equipment for media presentations was not owned by the library. The staff had access to a 16mm film projector at the Winterset Public Library, but rarely used it because transport of the projector was inconvenient.

The small non-print collection actually owned by the Earlham Public Library consisted of a few puzzles, a few audio cassettes, and about 30 phonograph records. The library acquired the phonograph records mostly through donations. The resulting collection included classical as well as some popular records.

RECOMMENDATION (all three libraries):

(1) That a Materials Selection/Weeding/Gifts Policy be written.

(2) That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's collection.

(3) That consideration be given to further development of "non-traditional" non-print resources.

REASON:

A written and customized policy will result in the following:

(1) The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

(2) The library's collection will be even more representative of the variety of interests which exist in the service area.

Library Services

Goals

At the time of our interview in February 1979 the Director stated that long range goals for the library had not been formulated. Instead specific objectives attainable in a short period of time were outlined periodically by the Board. However, one long range goal which the Director was aware of was the eventual expansion of the library. The Director and her assistant wanted to enlarge the childrens collection, and to increase activities for children, but were not able to because there was not enough room in the library.

The Director was asked if it would be possible for the Director and/or the Board of Trustees to prepare a list of goals so that we could better understand their plans for the future and their concept of the library's mission. A Board member prepared the following list of goals:

"The overall goal of the Earlham Public Library is to fullfill the best of its ability the interests and wishes of the readers in its area.

Specific goals include the following:

Instilling in children a love of reading through helping them find areas of interest and select books.

Providing diversified magazines so that patrons can have access to a number of current periodicals rather than a limited few to which they might subscribe.

Developing certain departments; e.g., arts and crafts, genealogy, and others that seem to be in demand.

Keeping abreast of current fiction and non-fiction by buying some new books each month."

All goals listed by the member of the Board of Trustees seem directed toward serving individuals rather than groups or agencies. One possible exception is the part of goal #3 which pertains to genealogy. This could involve the Madison County Genealogy Society.

Goal #1 relates to programming for children. The fact that it is listed first might indicate that it is considered most important.

The written goals of the Earlham Public Library - except as they pertain to children seem to be directed toward users more than non-users.

RECOMMENDATION (all three libraries):

That goals and service priorities for each library be reevaluated and written in light of material presented in this report concerning patterns of use or non-use at each library.

REASON:

This report is intended as a management tool. It contains observations and questions which we hope can be used to improve county-wide library service. Construction of policies tailored to the unique characteristics of the area served by each library would hopefully open each library to more of its people, and would be the highest possible reward for our efforts.

Hours of Service

According to Information Resources, a community analysis report about two counties in North Carolina:

> "...if a library is open only from 9 a.m. until 5 p.m. Monday through Friday, it automatically excludes a large proportion of the public, most notably those who work and those who go to school. Therefore, it would seem that it would be advantageous if a large percentage of a library's hours were at night and on weekends. Our analysis has shown that 75% of the total library hours open in Alamance County fall between 9 a.m. and 5 p.m. while only 25% are at night and weekends. Our analysis of the library hours in Chatham County shows that 78% of the total library hours fall between 9 and 5. Obviously, the library hours open in both counties are not really conducive to bringing in those persons who are involved in the work force or in school."

The Earlham Public Library is open year-round, Monday through Saturday, from 1:30 p.m.-5:00 p.m. This amounts to six different days per week and 21.0 hours per week. There are no evening hours (after 5:00 p.m.) Weekend hours constitute 16.7% of all hours that the library is open. No public library in the county is open on Sundays.

The library experimented with expanded hours during the summer of 1977. Hours chosen were "morning hours on Wednesdays ..." Response consisted of "one person a day in six weeks." Public relations efforts to announce the experiment included ads in the Earlham Echo, a poster in the Post Office, a sign inside the library, and a sign outside the library.

RECOMMENDATION (Earlham and Truro):

That consideration be given to expanded hours, at night or during more of the weekend.

REASON:

Provision of library services at those times might attract to the library more people in the labor force or in school, because the hours would be more convenient for them.

Circulation of Materials

The typical loan period for books and phonograph records is two weeks with provision for one renewal. If asked, the Director will allow exceptions for books rarely requested - on condition that if someone else requests the book, it will be immediately returned by the current borrower. The typical loan period for art prints is three weeks. There is no provision for renewal.

Books by mail are rarely requested, but if it happens and if the book is available, the book is sent by return mail on the same day that the request is received.

There is only one official book drop, and it is in front of the library. It can receive books and phonograph records. There is also one unofficial book drop, and it is at the Director's house. Patrons often ask her to return items to the library for them because they were not able to get to the library when it was open. The Director tries to politely discourage this as much as possible.

Call-in orders are routinely accepted either for pick-up at the library or to be mailed out. If available, books are ready when the patron arrives, or are mailed on the same day that the request is received.

The Director states that circulation systems and procedures are effective. It is possible to identify who has what book, but only by thumbing through a list of book cards which are organized by date due (just like the Winterset Public Library).

The circulation systems and procedures involve minimum difficulty for users and staff. The date due is stamped on the slip in the book and on the card kept in the library. The user's name is written on that card. The users's involvement is finished at that point. The staff then files the book card by due date. (Cards for currently due or overdue items are at the front of this file.)

The Director states that it is "not necessary to further organize the file - e.g., alphabetically by author or title, because there are not that many."

The Director and her assistant are aware of users' interests through casual observation of the items selected by patrons, and through occasional discussions with patrons about books and subjects of mutual interest. The Director and her assistant utilize such knowledge by regularly contacting patrons and letting them know that books of potential interest have arrived at the library ("One man reads anything about railroads."). The Director and her assistant also occasionally entrust a newly received book to a patron's spouse or other family member, and thus send the book to the patron without having received a request from the patron for the book. The action is based solely on the staff's awareness that the patron is likely to be interested in the book. Customized library service is nothing new to the staff at the Earlham Public Library.

Theft is almost non-existent at the library and does not indicate need for better security. The only incidences of "theft" which the Director could recall are as follows: "maybe once - a book on Mormons disappeared." Also, some items "are checked out and not returned."

All parts of the library collection are accessible to all users of the library. Some items are for use only in the library however.

There is no official or written policy to restrict the kind of items which children may check out of the library. According to the Director, this has "never been a problem."

Regarding controversial materials for adults, the Director states that she has occasionally heard remarks about some items. However the people who made the remarks never followed through with official complaints or demands to withdraw the items from the collection. The library should be aware of possible problems in the future and the selection policy recommended above should include a procedure for dealing with censorship difficulties.

At least part of the philosophy of use of library materials is written. It pertains to check-out policies and is as follows: "four hardback books per person for two weeks, with one renewal." The Director says that the policy is more lenient for paperbacks and magazines, although current magazines can be checked out for one week only if they have been in the library for one week.

Reminder cards are mailed in order to encourage return of overdue items. Overdue notices are sent on pre-printed letters, and fines are collected. "If a fine is due, we don't let anyone in the family check out a book until the fine is paid. This policy is enforced."

If an item is overdue or "missing" despite several notices and a long wait (three months or so), the Director asks the City Police to retrieve the item from the borrower. This has been done more in town than in rural areas, and "has been successful."

The Director does no more than send written notices to the users from rural areas. She says that "we have pretty good luck" with this method.

Organizing and Providing Access to the Collection

The card catalog is divided into two large components: adult and juvenile. Both are further divided into fiction and non-fiction. The location of each catalog component is clearly designated by a sign at the front of the appropriate catalog drawer. For example, one drawer contains only title entries about juvenile works for children age five and under.

Since inception of the catalog in 1973, and until recently, catalog entries have consisted only of author entries and title entries. However, a member of the Board of Trustees has almost completed creation of subject entries (in large subject areas) for each work represented in the catalog. The subject entries completed to date have been interfiled with the adult and title entries.

In the past the catalog did not get much use. Instead, people of all ages tended to browse or to ask the staff for assistance in locating desired items. However, in July 1979 the Director said "the catalog file is being used more now by the patrons themselves."

RECOMMENDATION (all three libraries):

That personal guidance to the collection remain a service practice and priority no matter how many improvements are made in the catalog.

REASON:

The friendly "I've got time for you" style of service at each of the libraries studied in this report helps patrons feel welcome to ask the staff for assistance and to be at the library. The warmth could cool if, instead of personally assisting patrons, the staff would refer them to the "new, improved" catalog.

Most cataloging and processing of materials is done by the Director or her Assistant as soon as possible - preferably on Fridays, but otherwise during spare time on slow days. The work is done at the Circulation Desk, and involves use of the Dewey Decimal Classification Scheme, catalog cards, book pockets and date slips. It is usually completed within one or two days - "unless there's quite a stack."

The Director does not know the cost per item for cataloging or processing. However, she believes that it is "cheaper than if done by an outside processor."

RECOMMENDATION (all three libraries):

That the Director explore the feasibility of acquiring as much library material as possible preprocessed and catalogued.

REASON:

To free more of the librarian's time for interaction with patrons, programming, etc.

Programming

Story Hour: For many years the Chautauqua Club conducted Story Hour at the library for children ages 4-8. In the summer of 1978, for the first time, the Chautauqua Club conducted Story Hour at a location (City Hall) other than the library. The reason for change of location was lack of space in the library. During the summer of 1979 Story Hour was again conducted at the library, and the schedule was changed from Saturday to Thursday (10:00 a.m.-11:00 a.m.) in order to get better attendance.

Audio Visual: CIRL placed a 16mm film projector at the Winterset Public Library for shared use by the three libraries in Madison County. Earlham Public Library has rarely borrowed that projector - mostly because of the inconvenience involved in transport of the projector. The Director has instead responded to patrons' requests for a projector by searching elsewhere in the City of Earlham.

Films have usually been acquired through interlibrary loan from the State Library, but in emergencies have been acquired from the Winterset Public Library.

Reference

The Earlham Public Library provides reference service based either on its own collection or the CIRL Reference Service.

The Reference Collection is "pretty good" according to the Director. She and her assistant are able to answer about 75% of the reference questions by using the library's own reference collection. The remaining questions are forwarded to the CIRL Reference Service

During the 1978 fiscal year, the Earlham staff had 52 reference requests answered via the CIRL Reference Service. The staff at Earlham has never called the Winterset Public Library for assistance with a reference question.

The Adult Reference Collection at Earlham includes the Readers Guide to Periodical Literature; three sets of encyclopedias; many nature books; biographies; books about history; general how-to-do-it books; and books about antiques, crafts, and cooking.

The Juvenile Reference Collection includes a recently acquired new encyclopedia.

Other Factors Influencing Service

There is no written registration policy. However, the Director and her assistant routinely fill out registration cards, free of charge, for adults or juveniles who happen to use the library. Registration cards usually identify an individual, but may be used by the staff to refer to the individual's family without getting cards for others in the family. The length of the registration period is "till they die or move away." Criteria to distinguish between adult or juvenile registrants are as follows:

adult - out of high school
juvenile - up to and including high school.

There is no written or official policy which defines a geographic service area for the Earlham Public Library. The Director says "we never turned anybody down." She adds that of those users who reside in other counties, many actually work in the city of Earlham and find use of the Earlham Public Library convenient.

RECOMMENDATION (Earlham and Truro):

That the registration policy be written, and that it provide for the separate registration of each individual rather than one to include an entire family.

REASON:

A written policy will result in the following:

(1) The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions. The staff will communicate more easily regarding overall policy and specific policy decisions. The staff will more easily resolve problems encountered during registration of people at the library.

(2) The library will be more responsive to its public.

The basic orientation at Earlham is to serve individuals rather than groups. However, one instance of service to groups was mentioned. The particular service is as follows: Boy and Girl Scouts visit the library as a group in order to get Merit Badges. The Director and/or her assistant receive the group, give the group members a tour of the library, and a book-talk; and let them all check out a book. The apparent goal of the Director and her assistant is to offer the children a favorable introduction to the library in order to encourage future use of the library. This obviously relates well to goal #1 written by the member of the Board of Trustees. Also, it is worth noting that goal #1 is being applied in this case to groups rather than to individuals.

Factors and procedures that influence unwritten service policy decisions are as follows:

> The Director states that the staff tries to make services available, make the people aware of services, create interest in services, and to improve services.
>
> One specific goal is "to provide information." This may be accomplished:
>
> (1) directly and interpersonally through words spoken from library staff persons to library users, or
>
> (2) indirectly through provision of materials, which include:
>
> a. the library's own collection of books, magazines, newspapers, and audio cassettes.
>
> b. CIRL Rotation materials (large print books, art prints, and records).
>
> c. Tri-County Rotation books. (see page 26)
>
> d. Books and other items acquired through interlibrary loan.

Agencies served are as follows:

(1) Nursing Homes in the city of Earlham receive books and films. The Director of the library selects the books, and orders films from the State Library. The Activity Director of the Nursing Home picks up the books and films at the library.

(2) Churches: (See above - Library Materials - Print Materials - Selection Policy - groups - Bible Study Groups)

(3) The Earlham Business Association once asked for and received films.

(4) The staff person at the local Museum (Hackett House) asked the Director of the library to order books regarding period pieces and how to refinish them.

Making the Public Aware of Library Services

The Director writes a monthly column in the local newspaper (Earlham Echo.) When preparing the column she makes no effort to distinguish between users or non-users, but she does distinguish between individuals and groups. For individuals the column includes a list of new books, large print books and art prints. For at least one grouping (students) the column contains a description of the library as a reference source.

Response to the column is good. For example, on 12/26/78 three people became new library card holders after they had learned about the library by reading the Director's column in the newspaper. Many younger people do not take the paper, so they might not be aware of the Director's column or of the services at the Earlham Public Library.

The Director meets with womens' clubs and give book talks to them usually describing one to three new books. She speaks "according to who is in the audience." This "has often led to non-users coming into the library." The Director is able to adjust her speeches to her audiences because she know who uses the library, and thus recognizes those who do not use the library. Some meetings are scheduled well in advance. Others are scheduled with little advance notice. Response is generally good, and as noted above, sometimes leads to club members using the library.

The Director occasionally receives a check from the club for having met with them. She uses the money to buy a book for the library, and thanks the club.

The library has no public relations materials designed specifically for the Earlham Public Library. However, through the years various items have been received and used free of charge. They have included: bookmarks(10,000 not designed for any library) from the Earlham Fire Department, bookmarks (not clearly designed for a library) from Baker and Taylor Publishing Co.; and Coloring Books (featuring safety) from the Sheriff after he gave a safety talk. The Director noted that the coloring books were very popular, and attracted many children to the library.

RECOMMENDATION (Earlham and Truro):

That the library acquire and distribute some public relations materials designed specifically for the library; e.g., days and hours that the library is open, and the telephone number of the library.

REASON:

Public realtions materials designed specifically for the library will increase public awareness of the library.

The service policy is not written.

RECOMMENDATION (all three libraries):

(1) That the Service Policy be reviewed, clarified, and written as a separate document.

(2) That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's services.

REASON:

A written and customized policy will result in the following:

(1) The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

(2) The library's services will be even more representative of the variety of interests which exist in the service area.

(3) The library will be more accountable to its public.

Interlibrary Cooperation

Other Madison County Libraries - Winterset Public Library

Contact between the two libraries is infrequent. Telephone calls are toll free so no expense is involved. There has been no coordinated effort by the libraries to develop areas of special subject strength. The staff at Earlham has never called the Winterset Public Library for assistance with a reference question. In fact, the Director could recall only one instance in which she called on Winterset for assistance; to locate a book desired for a patron. The staff at Winterset has never called the Earlham Public Library for assistance with a reference question.

During the period of formation of the Tri-County Rotation Program the Winterset and the Earlham Librarians discussed the program to share information about it.

On occassion Earlham has borrowed a projector and film from Winterset. Earlham found that the procedure did not work out very well because a staff person had to pick up and return the material, and such material was in high demand by Winterset's own patrons. Consequently little sharing of this sort is being done at present.

The relationship between the two libraries is positive, involving a spirit of mututal helpfulness. The Earlham Director said, "I feel like if I need Winterset I can call them and they'll be glad to help." Given the friendly relationship which exists between the two agencies, it is possible that areas for greater cooperation might profitably be explored.

Truro Public Library

There is very little contact between the Truro Library and the Earlham Library. We discovered only one interrelationship; the fact that both belonged to the Tri-County Program (see below). Directors of both agencies have participated in organizational meetings of this program.

RECOMMENDATION (all three libraries):

That Madison County Public Librarians meet together on a regular basis to explore areas for cooperation.

REASON:

Renewal of their relationship will lead to discovery of ways in which they can help each other, and thereby improve delivery of public library services throughout the county.

Central Iowa Regional Library

The Earlham Library interrelates with Central in three primary ways. Earlham: (1) uses the interlibrary loan and reference service provided by Central through a contract with the Des Moines Public Library; (2) uses collection enrichment materials provided by Central; and (3) participates in Central's Liaison Committee.

Statistics for fiscal year 77-78 show that Earlham received 156 interlibrary loan items for its patrons. This number compares favorably with the extent of use by libraries of similar size and is indicative of Earlham's willingness to promote this service with their users.

In the reference area Earlham made 175 requests for information through Des Moines. Of those requests, 123 were filled, and 52 remained unfilled. Information is not available at present to account for the unfilled requests.

The Director expressed a general satisfaction with the interlibrary loan and reference service although she did comment at one point that sometimes the information received in response to queries was not as pertinent as it might be.

The Collection Enrichment Materials program consists of CIRL provision of large print books, art prints and phonograph records to the library, with different materials arriving three times a year. The Earlham Public Library discontinued receipt of audio cassettes: "They're a big headache. We lost them. They didn't go out very well - neither do our own." However, regarding other aspects of the program: "The people anticipate arrival of the rotation shipment. Large print books don't go out as well as they could. Selection is O.K. - it's just that we do not have that many handicapped people." The Director stated "I have no doubt we will continue to receive the materials as long as they're available. Art prints and phonograph records are extremely popular."

The Earlham Director is currently serving on the Central Liaison Committee as the representative from Madison County. The committee was organized as a means by which librarians could help Central improve its services, and to allow the members to exchange ideas among themselves. When the committee was originally conceived, it was hoped that all librarians would confer regularly within their county to supply input to and get information from their committee member. By and large this has not happened. The committee has not been an impetus for a stronger in-county library organization either in Madison County or elsewhere in the region. Minutes of the meeting prepared by Central staff are mailed by Earlham to the other libraries in Madison County.

Tri-County Rotation Program

This program, begun in fiscal year 1978 through an LSCA grant and a grant from Central, involves the public libraries in Madison and two neighboring counties in a book-sharing program. Boxes of books are rotated at intervals among the libraries. The Earlham Library, for a fee of $200, exchanges 150 books twice a year.

The Director stated that the trip to Indianola - 90 miles round trip, was sometimes inconvenient. She also had the following comments about the program: "I imagine people would miss it if we didn't have it, but I just thought there would be more enthusiasm. So far I don't know if it's increasing our circulation. For example, during January, 1979, 35 of 100 went out. However, seven books went out the first seven days of February, 1979. Lots of days none go out, and on some days four or five go out."

Adult books and children's books have "fair circulation." Young adult books have "good circulation." "Some people really like them and read many of them."

RECOMMENDATION (Earlham):

That the Director and Board of Trustees: (1) reevaluate the reasons for participation in the Tri-County Rotation Program; (2) determine whether the current evaluation methods (monitoring circulation) are effective; and (3) make any necessary revisions.

REASON:

Evaluation of the program will enable the Director and Board of Trustees to make informed decisions about whether to continue in the program, and if so - to what extent.

School Libraries

The city of Earlham is part of the independent Earlham Community School District, which also includes residents of nearby rural areas in Madison and Dallas Counties. There is one school building for all students, grades K-12, in the Earlham Community

School District. The school is located in the city of Earlham on the 800 block of Chestnut Street, about four blocks north of the Earlham Public Library.

On 12/5/78 voters in the Earlham Community School District passed a $1,200,000 school bond issue which authorized extensive remodeling of the school building in order to accommodate enrollment increases and expanded educational programs. Construction was scheduled to be completed by the fall of 1980, and included a remodeled elementary media center (grades K-8) and a new library/media center for grades 9-12.

According to an interview on 5/14/79 with the Principal of the Earlham High School: (1) Citizens who were not students could and did use the school library in Earlham; but (2) Students used the Earlham Public Library more than non-students used the school library in Earlham.

According to an interview on 5/14/79 with the school Librarian (Media Center Specialist) at the Earlham School: (1) There had been infrequent contact between the staff of the Earlham Public Library and the school Librarian. Also, the school Librarian saw little potential for more contact because she had limited time available. She was the only staff person for two school libraries (Elementary and High School). Nevertheless she did see value in discussion - sometimes, with the staff of the Earlham Public Library regarding avoidance of duplicate materials. She saw little reason to do more. (2) The staff of the Earlham Public Library has asked for advance notice of term papers and such. The school Librarian left it to the teachers to give such advance notice to the staff at the Earlham Public Library. (3) The school Librarian encouraged students to use the Earlham Public Library for books not available at the school library. (4) Interlibrary loan was the service at the Earlham Public Library most used by students. (5) Resources of the school library were as follows: a. one school Librarian (Media Center Specialist) for both the Elementary and High School Libraries (Media Centers); b. an Elementary Library (grades K-5, scheduled to be K-8); and c. a High School Library (grades 6-12, scheduled to be 9-12). The High School Library had records and old film strips, but no record players or film strip viewers. Such machines were available in various locations at school, but were not controlled by the School Library. However, audiovisual equipment was scheduled to be in the new High School Media Center after completion of the construction project. (6) Adult use of the school library (High School) was as follows: a. adults used the library on their own, e.g., a lady requested a back issue of a magazine; and b. students checked out items for their parents.

RECOMMENDATION (all three public libraries):

That the Director of the public library initiate communication with the school librarian(s) in the school district.

REASON:

Establishment of a personal relationship between the librarians will help them become aware of ways in which they can help each other, and thereby improve the operation of their respective agencies.

Library Finances

Budgetary Process

Meetings of the library Board of Trustees are open to the public. Apparently community involvement in the library budgetary process is not actively encouraged or discouraged. The Director says that input to and participation in the budgetary process by individuals, groups, or agencies in the community would likely be allowed/tolerated by the Board of Trustees. However, the Director is not aware of any instances of such community involvement in the library budgetary process.

The budgetary process has a "pretty set format."

The Board of Trustees encourages input to and participation in the budgetary process by its own members, and by the staff of the library.

The Director says that community needs are considered in preparation of the budget.

Support from the City

The City Council is responsible for allocations to the library. The City Clerk works with the Finance Committee of the City Council to prepare the city budget. The Director does not know how aware the City Clerk is regarding library services. However, the City Clerk is responsive to requests from the Director. The Director does not know what is being done re: communication between the library Board of Trustees and the City Clerk. The Director's only contact with the City Clerk is for checks or to replace members of the library Board of Trustees. The secretary of the Board of Trustees is responsible to inform the City Clerk about library needs and services. The Director used to do this, "but not anymore."

The City of Earlham allocated $5,552 from city property taxes to the library in fiscal year '78. This allocation represented 2.3% of the total city budget, and a $5.18 per capita support of the library based on the 1976 population estimate for the town of Earlham.

Support from the County

Total county library funds are divided on the basis of a formula adopted in 1975 whereby Truro received 27%, Earlham 27%, Winterset 44%, and the county retained 2% in case any other town wanted to start a library. That 2% has been carried over by the County as an encumbered amount each year. The allocation formula has not been officially reviewed.

RECOMMENDATION (all three libraries):

1. That Boards of Trustees and Directors seek a review with the County Board of Supervisors regarding county funding of libraries.

2. That the Board of Trustees and Directors present each year to the Board of Supervisors a record of library plans and accomplishments.

REASON:

Such communication will increase understanding about each library, and might lead to an increase in county funds - and to the reapportionment of such funds among the libraries.

In fiscal year 1978 Madison County allocated $3,133 to the Earlham Public Library. Total per capita support from the city and county, based on 1970 population data for the primary service area and fiscal year '78 city and county allocations, was $4.03.

Trust Fund

The Director does not know of any efforts to add to the library's trust fund, which is called the "Stella Hoadley Library Trust Fund." It consists of interest in perpetuity from two farms. The interest is to be used as follows: ¼ = books; ¼ = equipment; ¼ = salaries or revert to the fund. The other ¼ must be returned to the fund in order to ensure its continuance.

The newest member of the Board of Trustees is the trustee of the Hoadley Trust. The Director does not try to add to the library's trust fund.

Fiscal Year 1978

The total library budget for fiscal year 1978 was $18,851. This included $7,166, which was the balance carried forward from the previous year. According to the President of the Board of Trustees, the balance carried forward was designated to be spent for repair of the leaky roof at the library. The project amounted to installation of a new tar and gravel roof, and cost several thousand dollars. Actually the repair occured during fiscal year '79. Also, $7,165 was carried forward from fiscal year '78 to fiscal year '79.

In order to learn the cost per circulation, (books only - not periodicals or audio visual) we divided the fiscal year 1978 operating budget ($18,851) of the library by the reported fiscal year 1978 total circulation of books (10,273) at the library. The result - the cost per circulation, was $1.83.

Similarly in order to learn the cost per hour we divided the total fiscal year 1978 operating budget by the total number of hours (1092) that the library was open in fiscal year 1978. The result - the cost per hour, was $17.26.

According to the fiscal year 1978 report to the State Library, continuing allocations within the total operating budget of the Earlham Public Library were distributed as follows:

Staff: $\frac{\$\ 4,490}{18,851}$ = 23.8% of total operating budget

Materials (including A-V equipment):

$\frac{\$\ 2,268}{18,851}$ = 12.0% of total operating budget

Maintenance:

$\frac{\$\ 2,765}{18,851}$ = 14.7% of total operating budget

The total of staff, materials and maintenance, $9,523, amounted to 50.0% of the total operating budget. Thus $9,328, or 49.5% of the budget was available to be spent otherwise.

Minimum Guidelines for Iowa Public Libraries, as adopted by the Iowa Library Association, October 21, 1977, suggested the following percentage allotments for library budgets:

Population	Personnel	Materials	Operating Costs	Other
0-9,999	50-55%	25-30%	7-12%	15%

RECOMMENDATION (all three libraries):

That current budgeting be reviewed in light of the above suggested guidelines.

The Truro Library

The Truro Public Library will be 50 years old in April 1980. The Director said that people began considering a library in 1929, and had the library in operation by April 1930.

The Library Building

Exterior

No directional signs announce the location of the Truro Public Library. There is a sign on the front of the building.

> RECOMMENDATION (all three libraries):
>
> That large, attractive and easy-to-read directional signs be placed alongside the road most used to enter the city.
>
> REASON:
>
> The signs will publicize the library, and help strangers find it.

The library is located along Center Street, which is the main street in the business district.

The building is set back some 20 feet from the street. In between are a sidewalk and a small terrace.

The building is constructed of concrete blocks, and is one-story. Main entrances and windows to the building are located on its north side, which faces Center Street. Near the middle of the north wall there are two doors side-by-side. One opens to the east room of the building, the other to the west room. Usually the east door is kept locked so that traffic moves through the west room where the circulation desk is located. The windows in the north wall are located to the east and west of the doors. One pair of windows is east of the doors, and another pair of windows is to the west. All windows are of equal size (approximately 30"x36"), and are symmetrically spaced from the doors and from the edges of the building.

Parking is available but not reserved for anyone in front of the library. There are no bicycle racks available. Railings and ramps are not necessary because the front entrance is level with the ground. There are no book return facilities because of the potential for vandalism. The city of Truro owns the building, which could be expanded southward through the backyard to the alley. The backyard is being used as a parking area for city equipment (truck, blade, etc.) There are no plans for expansion or change of the building. The City Water Department "owns" the rear portion (east side) of the building, and the library staff uses part of it for storage of library materials.

Interior

The building was constructed in 1966 or 67. By 1968 the west room was designated as the Public Library, and the east room as City Hall. Eventually the library expanded to include the east room, so in 1975 City Hall moved to another building. The library was then designated as the place to hold elections and meetings for non-profit organizations.

Space in the east room can be used in various ways by changing locations of the portable stacks. They were purchased to allow such flexibility - specifically to enable use of the east room for city elections and for group meetings.

If priorities for the use of this room should change in the future, there could be considerable additional space for the expansion of the materials collection.

The staff is visible from the north entrance to the west room. In fact, the circulation desk is only about five feet from the entrance - to the right.

The image presented is consistent with objectives of the library in that books and periodicals are clearly visible - as are open areas, thus giving the impression of a library in which one is free to move around.

The paint is light green and softly reflective of light. The furniture includes portable bookshelves, some wooden desks and chairs, and low-cut tables and chairs for children. Spatial relations of furniture in the west room sometimes seem too close, giving the appearance of being overcrowded.

Structural strength of the building appears good. It was constructed of concrete blocks in 1967 or 66. There are no specially designated emergency exits. There are no emergency lights, smoke detectors, sprinkler systems. There is a fire extinguisher.

The interior space of the library is more than adequate to serve the town of Truro - according to the formula suggested by Wheeler and Goldhor in Practical Administration of Public Libraries, 1962. They wrote that for a population under 10,000 a library ought to have .7 or .8 total square feet per capita.

Truro's 1970 population was estimated at 359. Total square footage of the library was 2016. Total square feet per capita was 5.6 - far in excess of the required .7 or .8. However, if we include the population not only of Truro itself but the total estimated population of the library's Rural Primary Service Area, as defined later in this study, the number of square feet available per capita drops from 5.6 to 1.3 feet per capita.

Library business is concentrated in the west room in order to leave the east room free for city business and group meetings. This results in a somewhat cluttered appearance in the west room. Despite this, things are arranged in a functional manner and appear not to deter patrons. The circulation desk is in a prominent position, and almost always occupied by a staff person. Furniture and the collection are readily available to users of the library in the west room and are used. Carpeting, wooden desks and tables, a very attractive Grandfather clock, wooden framed paintings, and soft green paint on the walls make the library an inviting place. Lighting seems sufficient in all areas of the library.

Restroom facilities are available back of the east room. One restroom is for use by both sexes, and is accessible to the handicapped. However, its location is not obvious, and there are no directional signs. Therefore, staff assistance is necessary to find the toilet.

RECOMMENDATION (Truro and Winterset):

That directional signs indicating location of the restroom be installed at a place in the library where directions would most likely be needed.

REASON:

Patrons will appreciate not having to ask the staff for directions to find the restroom.

There are no water fountains, locker, or snack areas. The Board discussed the possibility of allowing people to bring snacks into the library, but decided against it because of the likely damage to the carpet and because there is a restaurant next door which could be used by those who want snacks.

A minimal noise level is attained by use of carpeting. The ceiling is lowered in both rooms, but not with acoustical tile. The Director says that the tile currently in use leaks during snowfalls.

The northeast part of the east room is the children's play area. The Director has never received a complaint about excessive noise.

The adult catalog is divided into two sections. The author entries are on cards filed alphabetically inside a portable metal cabinet. The cabinet measures approximately 12"x12"x18", and contains four drawers. The title entries are on cards filed alphabetically on a portable metal arc. Both the author and title components of the adult catalog are located on a desk in the public service area of the west room.

The childrens catalog is contained within five three-ring notebooks which are located in the west room.

The 24'x36' east room is specifically designated for use as a meeting room. According to Board policy the room is available only on days when the library is not open. It has been used for elections, City Council meetings, and Senior Citizen's Group meetings. The room has an outside entrance, and can be sealed off from the rest of the building.

Heating is adequate. Thermostats are located in the east room and in the west room. Air conditioning is used mostly in the west room. A fan is usually sufficient for the east room.

RECOMMENDATION (Truro):

That the meeting room be used for library related activites as often as possible.

REASON:

Greater library utilization of the east room asset might enable Truro to serve patrons in innovative ways such as craft demonstrations, classes, etc. This could also lead to an increased interest in more traditional library services.

The Library People

The Staff

The staff is small - consisting of the Director and two part-time helpers, one a senior citizen and the other a high school student. All staff members are female. The size of the staff appears adequate. During the community analysis project we observed no long waits for service when patrons came in. Also, there were apparently no large back logs of unattended "behind the scenes"tasks.

Saturday is the "big day" for public use. There are always at least two staff persons working on Saturday. The Director states that staff persons are not assigned to serve particular segments of the community, but are instead assigned a "broader concern with the entire community."

The fact that the library employs both a teenager and a senior citizen presents an opportunity for the library to be more aware of and responsive to the interests of these two age groups. Such input is apparently not sought in a systematic way.

All staff members appear competent and have a positive public service attitude. The staff persons greet visitors - often initiating friendly informal talk or just smiling a glad to see you.

A warm congenial small town atmosphere exists. At times people who do not come to use the library as such simply drop in for a chat.

The Director has taken time off to attend "county meetings," and meetings sponsored by Central Iowa Regional Library or the State Library in Des Moines. "Too often these are mostly for larger libraries," was her comment about these meetings.

The Director of the Truro Public Library states that she has never been reimbursed for attending meetings, and has never asked for reimbursement. Also, she has never sent another worker to substitute for her at a meeting.

The Personnel Policy of the Truro Public Library is not written.

RECOMMENDATION (Truro and Winterset):

1. That the Personnel policy be reviewed and updated - with input from the staff in addition to the Board of Trustees.

2. That the policy be written as a separate document.

REASON:

An updated and written personnel policy - created in part by input from the staff, will:

1. provide employer and employee with a sense that there is a common understanding of the terms of employment;

2. be a ready reference to resolve questions that arise regarding personnel policies; and

3. make the library more accountable to its public.

Job descriptions at the Truro Public Library are not written. The Director states that job descriptions were verbally approved by the Board of Trustees, who then "left it up to me" to assign tasks.

RECOMMENDATION (Truro and Earlham):

That job descriptions be written.

REASON:

Written job descriptions will: (1) clarify, for all concerned, the tasks which are part of the job; (2) provide supervisors with information basic to evaluating performance of employees; and (3) make the library more accountable to its public.

The Board

The Director states that Board members are selected on the basis of interest in the library, and also ability to make a positive contribution. They are definitely not selected on the basis of political alignment.

The Board has five members - one male and four females. Their occupations include retired school teacher, school secretary, business, and hospital worker. They range in age from 25 to 66. One woman lives outside town - in Ohio Township, and the others live in town.

Terms of Board members overlap to ensure continuity. A Board rule concerning meeting attendance was enforced recently when a Board member missed four meetings. "They replaced her." First, the Board recommended replacement of the Board member. Then the City Council approved the action.

There appear to be no Board committees as such but the President sometimes delegates certain responsibilities to certain individuals on an ad hoc basis.

The Board meets once each month - at the library. Meetings are regularly scheduled to begin at 7:30 p.m. on the first Monday of the month. Length of the meetings varies from one hour to two and a half hours depending on the agenda. The Director of the library attends Board meetings (I'm there with my report - and my wants!").

Members of the Board of Trustees are library users, and they regularly communicate with the Director by telephone and in person during visits to the library.

Board of Trustee input to Selection Policy consists largely of discussions with the Director and allowing the Director to use her discretion in such decisions except for Best Sellers which are selected by the Board.

The Board makes budget decisions - after consultation with the Director.

The Library Materials

Print Materials

Collection Development is accomplished through mutual efforts of the Board of Trustees and the Director of the library. The Board determines overall selection policy. The Director enacts that policy (e.g., "we do not buy any paperbacks."). However, the Board does involve itself in specific selection decisions about best sellers.

Selection tools used by the Director include: "Books", a monthly magazine, and suggestions by library patrons.

Selection tools used by the Board of Trustees include: newspaper lists of best sellers, and the Time magazine list of best sellers.

Publishing houses from which the library orders include: Doubleday (e.g., a best seller each month), and Tartan Book Company - a subsidiary of McNaughton.

Quantity of books purchased averages about 300 per year.

The selection policy of the Truro Public Library is not written.

Factors and procedures which influence the unwritten policies for selection, weeding, and gifts are as follows:

1. Selection:

   a. Individuals:

      (1) The staff tries to acquire materials about subjects in which users have expressed interest, e.g., "westerns for those who like them," and non-fiction. When it is suggested by local citizens, the Director tries to acquire materials about the local area.

General emphasis is on acquisition of historical materials about "the town of Truro and the close surroundings," the history of families, settlements, locations of Indian Mounds, stories of the railroad, etc. Not much emphasis is placed on acquisition of current materials about the local area.

(2) They (patrons) "don't make an issue of it."

b. Groups:

(1) The library has not received requests for library materials from groups. Truro does not have a Federated Women's Club or any other type of reading club.

(2) Also, Church Study Groups have their own study materials, and do not ask the library for materials.

The Weeding Policy of the Truro Public Library is also not written. According to unwritten weeding policy, the Librarian weeds the collection at irregular intervals. Then it is inspected by the Board members. The Director tries to give weeded items to those who need them, e.g., libraries which "did make it" (the Van Wert Library, in Decatur County, and the New Virginia Library, in Warren County), and libraries which "did not make a go of it" (St. Charles and Peru). A prime candidate for weeding would be an item that:

(1) has had no circulation for several years;
(2) and is an older book, e.g., with a copyright date of 1920 or so (unless it was on the best sellers list); and
(3) is a worn book.

Generally, the Director is reluctant to weed an item "because someone might want it."

The Gift Policy of the Truro Public Library is unwritten. According to the unwritten gift policy, gifts are usually given - and received, "with no strings attached." Most Reference books "were given to us." Gifts from individuals are "usually as memorials." "Usually, if a citizen wants a book in the library, they pay for it and donate it." The State Library in Des Moines, Iowa gave the Truro Public Library its first full set of encyclopedias.

The following description of the collection at the Truro Public Library is more subjective than similar reports about the collections at Earlham and Winterset. We did not conduct as thorough an examination (Shelflist Sample) of the collection at Truro, which did not have a shelflist. The description is based on interviews with the Director of the Truro Public Library, personal observation of the collection at Truro, and official reports to the State Library.

Holdings

The entire collection consists of about 8300 books (including 800 paperbacks), 44 periodicals, and 241 audio-visual materials (records, tapes, and cassettes).

The library has a good reference collection (see page 44). Also, the children's reference collection contains a variety of illustrated encyclopedias.

Adult fiction includes many Westerns (the library also has the Time-Life series entitled "The Old West"), some Gothic Romances, other love stories, and mysteries.

The children's collection includes pre-school material, animal stories, mysteries, etc.

Age of the Collection

The entire collection includes many old books - fiction and non-fiction. This is definitely a result of the philosophy of the Board of Trustees and the Director, who expressed concern that a discarded book would be just the one that someone would want. The age of the collection may be considered a strength or a weakness. Some would value the old works because they authentically represent a particular time - either by factual content or the style of writing in the works. Others would devalue the old works because the "factual" data contained in them has been superceded by more recent works.

Best sellers and other new books are displayed prominently in the west room.

Circulation

Annual circulation rates in fiscal year 1979 were as follows:

Books: 5285

The Director says that paperbacks circulate at an average rate of about 30 per week, which amounts to an annual circulation of 1560. All 800 paperbacks in the collection were given to the library, which has a policy of not purchasing paperbacks.

Periodicals: 1585

Non-Print Materials

Art prints, phonograph records, and audio cassettes are received from CIRL as part of the CIRL Rotation Program.

Sometimes the art prints get great use. People seem to like "mellow coloring, scenery, and colored frames."

Phonograph records "do pretty well" especially rock and roll, and children's records. The Director does not select the records, but instead accepts any provided by CIRL.

Films are acquired for the Church Youth Group and the 4-H group.

The use of audio cassettes is "O.K." Again rock and roll is especially popular with kids. Radio programs are popular with older folks.

The following apparatus for media presentations is owned by the Truro Public Library: a 16mm film projector; a screen; an audio cassette recorder/player, and cassettes; and a combined tape player/record player/radio. All the above are to be used only at the library. They are not for loan.

A film projector is available from the Winterset Public Library, but is not borrowed by the staff at Truro because they have their own projector. It is used in the east room for Saturday morning films for children.

The Director states that all media are generally in tune with the community. "Books, records, etc., are acquired wtih particular groups in mind, e.g., rock and roll records for young people. These items are acceptable to intended users, but perhaps not to others, e.g., old folks. There is no widespread opposition or controversy regarding any item."

RECOMMENDATION (all three libraries):

1. That the materials selection/weeding/gifts policy be written.

2. That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's collection.

3. That consideration be given to the development of non-traditional non-print resources.

REASON:

1. The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

2. The library's collection will be even more representative of the variety of interests which exist in the service area.

Hours of Service

The Truro Public Library is open year-round, Monday and Thursday from 2:30 p.m.-5:30 p.m.; and on Saturday from 9:30 a.m.-11:30 a.m. and 1:30 p.m.-5:00 p.m. This amounts to three different days per week and 11.5 hours per week. (Note: On Saturdays the Director usually stays at the library during the noon hour, so the library in effect remains open during that time.) Evening hours (after 5:00 p.m.) constitute 8.7% of all hours that the library is open. Weekend hours constitute 47.8% of all hours that the library is open. No public library in the county is open on Sunday.

The late hour (till 5:30 p.m.) on Monday and Thursday is to accommodate school children and they do make use of the library during that time.

Heaviest use of the library is on Saturdays - both in the morning and in the afternoon.

Most of the work force employed in Truro is at work during daytime hours Monday through Friday.

The library experimented with expanded hours during the summer of 1976. Hours chosen were "evening - after supper, on Wednesdays and Fridays." "Response was "it did not pan out at all - hardly anyone came in." Public relations efforts for the experiment included announcements in late April and May 1976. They were included with regular newspaper announcements of the Summer Reading Program, which appeared in the Winterset Madisonian, Osceola Sentinel, and New Virginia New Virginian. Also, announcements were sent to the schools.

The Director speculates that the experiment of expanded hours at the library may have failed because rural residents habitually travel to town only when shops are open - during the daytime.

RECOMMENDATION (Truro and Earlham):

That consideration be given to expanded hours - at night or during more of the weekend.

REASON:

Provision of library services at those times might attract to the library more people in the labor force or in school - because the hours would be more convenient for them.

See quote from Information Resources page 17.

Library Services

Goals

In response to a request from the reporter the Librarian consulted with the Board of Trustees on Tuesday, March 6, 1979, and together they created the following goals for the Truro Public Library:

> "To improve our methods of distribution. To try to create more interest in books. To try to reach more non-interested people."

RECOMMENDATION (all three libraries):

That goals and service priorities for each library be reevaluated and written in light of material presented in this report concerning patterns of use or non-use at each library.

REASON:

This report is intended as a management tool. It contains observations and questions about each library which we hope can be used to improve the quality of library service in all of Madison County. Construction of policies tailored to the unique characteristics of the area served by each library would hopefully open each library to more of its people, and would be the highest possible reward for our efforts.

Circulation of Materials

Loan periods have flexibility not immediately apparent. The regular loan period is two weeks, and the Director says that an item may be renewed "if they want it for a particular lesson." The availability of this arrangement is "not written but is understood."

There are no book-drops at the Truro Public Library.

RECOMMENDATION (Truro):

That consideration be given to installation of one or more book drops.

REASON:

Availability of a book drop makes return of borrowed items more convenient - especially if the library is open a small number of days and hours each week.

Call-in orders are accepted, and can be accomplished on the same day if the book is in the library.

The staff makes notes about books requested by a user, and then notifies the user when the books are received at the library.

Items requested but never located are reordered until the Director receives notice that the items are "out of print" or "out of circulation."

The Director states that the staff "can easily identify who has checked out a book," but it is "more difficult to identify all books checked out by a person (family)." This is so because of the method used to keep track of circulation of library materials. The book cards (slips) kept at the circulation desk include the date the item is checked out, and the family name of the user. The book cards (slips) are filed by the author of the book. In order to discover who has what book, it is necessary to search through the book cards (slips) which are filed by author of the book.

Loss of materials is not considered a problem. The librarian feels that there is no direct stealing without checking an item out of the library. "A few - perhaps 10-12 items per year, are checked out and not returned. No decision has been reached regarding what to do when a user fails to return books."

The circulation system appears to function smoothly.

Organizing and Providing Access to the Collection

Neither the adult nor children's catalog can be used by a stranger without staff assistance. This is an unintended result of a staff policy to keep the catalog system simple. (The reasons for a simple catalog system were to meet the needs of users, and to stay within the limits of space in the library.)

The adult catalog consists of author entries and title entries. There is no special catalog arrangement for adult non-fiction or reference materials. Abbreviated homemade call numbers are used on catalog cards and on book spines (e.g., f/w - fiction/westerns, and N.F. - non-fiction). Their meaning is not obvious to a person who has not been oriented to them. Also, their relationship to shelving order is not immediately apparent (books are shelved alphabetically by author). Consequently, the call numbers can become a source of frustration and delay for a user of the adult catalog.

Other problems of the adult catalog include filing errors within the catalog, and call numbers in the catalog which are different from call numbers on the corresponding books. Also, books are shelved outside their correct sequence among other books.

The children's catalog pertains to the juvenile collection, which is made up of a children's collection and a junior high collection. Each is shelved separately.

The children's catalog consists of five-three ring notebooks which include entries alphabetized by last name only of author. There are no title or subject entries. The author entries are extremely brief. Despite their brevity, the entries would conceivably be sufficient to enable a person to locate a desired book if only the books were shelved in order by author or title. However, the only shelving order imposed on childrens books is that of general categories such as Animal Stories, Mysteries, Series, Fairy Tales, Cowboys and Indians, etc. Individual books are shelved anywhere among the category to which they belong. If an individual book is not located with the category of book to which it belongs, the reason probably is that the book was reshelved elsewhere by a child. This is a result of the philosophy of use of the children's collection. According to the Director, that philosophy is: "let the children look around, pick out items, and put them back whereever they want. This will let them feel welcome and comfortable in a library." (She added that there has been no criticism of this practice.) The Director says that children readily ask questions,or ask for assistance in order to find desired books.

RECOMMENDATION (all three libraries):

That the Director explore the feasibility of acquiring as much library material as possible preprocessed and catalogued.

REASON:

To free more of the Librarian's time for interaction with patrons, programming, etc.

In general, the Director says that most users have traditionally asked the library staff for assistance in locating desired books - rather than try to independently use the catalogs. This tradition agrees with the philosophy of the Librarian and the various Boards of Trustees. They have emphasized personal service rather than development of a comprehensive, technically correct catalog. The result is that the current behavior of the users matches their traditional behavior. None of the catalogs get much use. Instead, people of all ages tend to browse or ask the staff for assistance in locating desired items.

RECOMMENDATION (all three libraries):

That personal guidance to the collection remain a service practice and priority no matter how many improvements are made in the catalog.

REASON:

The friendly,"I've got time for you" style of service at each of the libraries studied in this report helps patrons feel welcome to ask the staff for assistance and welcome to be at the library. The warmth could cool in a hurry if, instead of personally assisting patrons, the staff would refer them to the new, improved catalog.

There is no official or written policy to restrict the kind of items which children may check out of the library. However, the Director occasionally tries to talk a child out of using an item which the Director believes is "too old" for the child.

Programming

In conjunction with the Summer Reading Programs of 1978 and 1979, the east room of the library was used to publicize arts and craft work by children. For example, in 1978 the library conducted a "Bookmark-making Contest" for the children (through sixth grade) of Truro and St. Charles. The kids made their own bookmarks, which were displayed on a wall in the east room for many weeks, judged by the public, and then returned to the children.

There is a Story Hour and Movie for kids on the first Saturday of the month, September through May, from 10:00 a.m. - 11:00 a.m. "Anyone can come to Story Hour that will sit still." No other "library programs" are conducted in the east room of the library.

In the past, the local Senior Citizen's Group ("Guys and Gals") met in the east room of the library. The group now meets at the Senior Citizens building west of the library in the same block on Center Street.

No small children are regularly in Truro for school because the consolidated school district (I-35) requires that the kids be in school in other towns.

Truro has only high school students - in grades 10, 11, and 12. The Director of the Truro Public Library states that students visit the library "on their own after school."

Reference

The Truro Public Library provides reference service based either on its own collection or the CIRL Reference service.

The Truro Public Library has an extensive collection of reference materials - especially considering the size of the library. Development of the reference collection has been enhanced by gifts from various individuals, families, or institutions (e.g., Books in Print from Winterset Public Library) and by a federal grant which was administered by CIRL. The gifts and grant supplemented the library's regular purchases of reference materials. As a result, the reference collection has considerable breadth, including three sets of encyclopedias; books about nature, chemistry and physics, health, literature, history, geography, sports, antiques, and crafts; biographies; and many cookbooks. In addition, the library recently purchased Reader's Guide to Periodical Literature (beginning in January 1979) in response to requests from users - mostly junior high or high school students, for guidance to particular articles.

When necessary, the staff at the Truro Public Library utilizes the CIRL Reference service. During the 1978 fiscal year the staff had 12 reference requests answered via the CIRL Reference service.

Other Factors Influencing Service

There are no geographic limitations to service. The staff has never refused anyone.

There is a "subscription service" mostly used by residents of Clarke County (south, bordering Madison County). The cost is $1.00 per family per year. It used to be .50¢ and has "always existed." It was originally for anyone outside Ohio Township, and then was for anyone outside Madison County. (Note: "It stays at about five per year." Thus the library received about $5,00 per year from subscribers who live outside Madison County.)

A state law requires that towns without libraries contract with a library for the provision of services to their citizens. The town of St. Charles is presently contracting with the Truro Library for such service. The amount of the contract was $180 in fiscal year 1979.

RECOMMENDATION (Truro and Winterset):

(1) That any contract for the provision of library services to any town be reviewed at least each year.

(2) That each review be conducted in a meeting of the library Board and staff, and officials and interested citizens of the town.

REASON:

Such reviews will be an opportunity to learn ways to improve service.

There is no written registration policy.

RECOMMENDATION (Earlham and Truro):

That the registration policy be written, and that it provide for the separate registration of each individual rather than one registration to include an entire family.

REASON:

A written policy will result in the following:

(1) The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions. The staff will more easily resolve problems encountered during registration of people at the library.

(2) The library will be more accountable to its public.

Making the Public Aware of the Library's Services

The library has no public relations materials designed specifically for the Truro Public Library. However, bookmarks are acquired from the school on occasion (e.g., Children's Book Week, National Book Week, etc.), and stamped with the hours of the Truro Public Library.

Some publicity for the Truro Public Library in general was developed in the fall of 1978 as a by-product of a community meeting. The specific purpose of the meeting was to save the Truro Grocery Store. This led to a public relations campaign designed to re-invigorate community spirit. Flyers were created which described the need for a grocery store. The flyers also included reminders of the importance of other community agencies, e.g., the Public Library, and Churches. Emphasis was on preservation of the community - (let's "keep what we have."). The campaign was successful - resulting in the establishment of the Truro Cooperative Grocery Store to replace the grocery store which had recently been sold.

Story Hour and new books are publicized regularly. Publicity efforts include: a. notices in three newspapers (Winterset Madisonian, Osceola Sentinel, and New Virginia New Virginian). b. notices in the Truro Post Office, Bank, and other places (but not the school). c. word-of-mouth.

The Director says that people talk about what is available at the library. She knows, for example, of suggestions that a person go to the library to find a recipe (the library has many cookbooks). Also, news of Story Hour is spread by word-of-mouth as well as by newspaper announcements.

Citizen input to library planning and operations consists mostly of requests to staff that the library acquire certain items. The staff honors the requests whenever possible - by purchase or by interlibrary loan. The only instance of an organized group asking for use of library resources is the request by the Senior Citizen's group for use of the meeting room.

RECOMMENDATION (Truro and Earlham):

That the library acquire and distribute some public relations materials designed specifically for the library - including e.g., the days and hours that the library is open - and the telephone number of the library.

REASON:

Public relations materials designed specifically for the library will increase public awareness of the library.

The service policy is not written.

RECOMMENDATION (all three libraries):

(1) That the Service Policy be reviewed, clarified, and written as a separate document.

(2) That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's services.

REASON:

A written and customized policy will result in the following:

(1) The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

(2) The library's services will be even more representative of the variety of interests which exist in the service area.

(3) The library will be more responsive to its public.

Interlibrary Cooperation

Other Madison County Public Libraries

The Librarian says that there are no direct interrelationships with the libraries at Winterset and Earlham. She explained that she saw little reason for such a relationship since each of the public libraries is an independent entity. If the worth of cooperation could be shown she felt that the Board and staff would support it.

RECOMMENDATION (all three libraries):

That Madison County Public Librarians meet together on a regular basis to explore areas for cooperation.

REASON:

Renewal of their relationship will lead to discovery of ways in which they can help each other, and thereby improve delivery of public library services throughout the county.

Central Iowa Regional Library

The core of the relationship between Central and Truro is Truro's participation in two of Central's major programs - Interlibrary loan (ILL) and reference service and the rotation of collection enrichment materials.

Interlibrary loan and reference: Through a contract with the Des Moines Public Library, Central enables libraries to borrow books for their patrons usually without charge.

The Director stated that she liked the ILL "request program. It means a lot to us because we don't have the money or space for all the books that people might ask for."

As an example of the impact of ILL, the Director stated that it has even changed some behavior patterns for young and old alike. People have come to depend on ILL instead of a trip to Winterset.

Despite the Director's positive feelings about the ILL program, she reported having received only 40 items on interlibrary loan for her patrons during fiscal year 1978. A comparison of this figure with the figures in similar size towns for the same year showed that 40 was below average. It is unclear whether this resulted from Truro patrons finding the local collection adequate to their needs.

The Regional contract with the Des Moines Library also allows Truro to obtain the answers to reference questions either by mail or by phone. Minimal use is made of this service by Truro.

Collection Enrichment Rotation

This program consists of CIRL provision of art prints, phonograph records, and audio cassettes to Truro. The materials are exchanged three times a year. There is no direct cost to the library for participation in this program. The Truro Public Library discontinued receipt of large print books, another component of the rotation program, because users complained that the books were too big to be used.

RECOMMENDATION (Truro):

That large print books be given another try.

REASON:

Large print is now available in smaller books (e.g., 8-3/4 x 5-3/4).

Tri-County Rotation Program

Truro contributes $400 per year to the program which provides them with a number of titles in such popular categories of books as mysteries, science fiction, and gothics. Three hundred books are exchanged twice a year. See page 26 for further details of this program.

Schools

The city of Truro is part of the Interstate 35 (I35) School District, which also includes the cities of St. Charles and New Virginia. St. Charles is about seven miles northeast of Truro. New Virginia is about seven miles southeast of Truro. Schools are located in each city. The I35 School District has one school

Librarian and two Aides. The Librarian has a masters degree in Library Science. She trains and supervises the Aides, orders materials, manages the audio visual collection, and works in the media center at New Virginia or Truro, alternating such service with one of the Aides. Responsibilities of the Aides include the following: help students find materials; check out books; and maintain discipline in the media center. Schools in the I-35 School District are located and utilized as follows:

Elementary (K-6th): St. Charles -
Receives all of Truro's and St. Charles' K-6th grade students, but only some of New Virginia's K-6th grade students. There is a media center - and a Library Aide, who is also a Teacher's Aide.

Junior High (7th-9th): New Virginia -
Receives all 7th-9th grade students from the entire district, and also most of New Virginia's K-6th grade students. There is a media center. The School Librarian for the entire district alternates with the Library Aide - whose only function is to provide library service.

Senior High (10th-12th): Truro -
Receives all 10th-12th grade students from the entire district. There is a media center. The school Librarian for the entire district alternates with the library aide - whose only function is to provide library service.

In January 1979 the voters in the I-35 School District passed a school bond issue which authorized the construction of a new High School at Truro, and rennovation of facilities at St. Charles and New Virginia. The school bond plan also called for change in the utilization of the school buildings as follows:

St. Charles will receive K-5th grade students. The media center will stay the same.

New Virginia will receive 6th-8th grade students. The Librarian did not know whether the media center would be expanded.

Truro will receive 9th-12th grade students. The media center will be expanded.

The school Librarian said that she had slight interaction with the staff at the public library in Truro. In the past she had sent materials to the public library, e.g., announcements of National Book Week, or bookmarks, had encouraged the students to use the public library, and had publicized the hours of the public library - especially in the summer. She had not done more because she did not have time. Also, she felt that it was sufficient that the staffs of the public library and the school media centers be aware of one another, and be willing to cooperate. She expressed moderate concern that extensive interaction between the two agencies could confuse students so that, e.g., they would not know where to return borrowed items.

According to the Director of the public library, there is no regular contact between the staff of the Truro Public Library and those of the school libraries in the I-35 Community School District. However:

1. Every so often the school Librarian at the Truro High School brings an English class to the Truro Public Library to orient the class members to the library.

2. A retired school teacher plans and conducts the Story Hours for kids at the Truro Public Library. Story Hours are on the first Saturday of every month from 10:00 a.m. - 11:00 a.m.

3. The Summer Reading Program for children began "through the School" under the auspices of the Area 11 Education Agency. Through this program books owned by the school are loaned to the library for summer recreational reading.

RECOMMENDATION (all three public libraries):

That the Director of the public library initiate communication with the school Librarian(s) in the school district.

REASON:

Establishment of a personal relationship between the Librarians will help them become aware of ways in which they can help each other, and thereby improve the operation of their respective agencies.

Library Finances

Budgetary Process

Meetings of the Board of Trustees are open to the public. Budget decisions made by the Board of Trustees are at a general level which does not focus on particular items for particular segments of the community. The Director makes specific selection decisions. The Board encourages input to and participation in the budgetary process by the staff. Board members want to know the opinions of the Director before making final decisions.

Support from the City

The city Council is responsible for allocations to the library. The Director of the library states that the Board of Trustees has had a cooperative and close working relationship with the city Council during the past 10 years. The Director of the library does not attend the meetings of the city Council.

No particular person is clearly designated as responsible to inform the city Council about library needs and services. However, there is usually a member of the library Board of Trustees who serves simultaneously on the city Council.

The current President of the Board of Trustees used to be on the city Council. A current member of the Board used to be Mayor of Truro.

This relationship between the Board and the city Council implies that the city Council is well aware of library needs. However, the fact that the Director of the library does not attend meetings of the city Council raises the possibility that pertinent library concerns are not communicated. Much depends on the communication between the Director and her Board of Trustees.

RECOMMENDATION (Truro and Winterset):

That someone be designated by the Board of Trustees as responsible to present the library budget in person to the city Council at an official meeting of the city Council.

REASON:

Presence at the city Council meeting will give the library representative opportunity to immediately resolve uncertainites or misconceptions about the library by members of the city Council.

The city of Truro allocated $1,343 to the library in fiscal year 1978. This allocation represented 1.6% of the total city budget and a per capita support of the library of $3.32 according to the 1976 population estimate for the town of Truro. This per capita figure compared favorably with that of similar sized towns in the region and throughout the state. Information was not available for comparison of figures on percentages of total city budgets.

Support from the County

Since 1975 Madison County has provided money for library services to persons living in rural areas of the county. Total county library funds have been divided and distributed each year since 1975 on the basis of a formula adopted in that year whereby Truro received 27%, Earlham 27%, and Winterset 44%. The county retained 2% in case any other town wanted to start a library. That 2% has been carried over by the county as an encumbered amount each year. The allocation formula has not been officially reviewed. In fact, very little if any contact in relation to funding has taken place between the County Board of Supervisors and the Trustees or Director of the library.

RECOMMENDATION (all three libraries):

(1) That the Boards of Trustees and Directors of Truro along with Winterset and Earlham seek a review with the County Board of Supervisors regarding county funding of libraries.

(2) That the Boards of Trustees and Directors present each year to the Board of Supervisors a record of library plans and accomplishments.

REASON:

Such communication will increase understanding about each library, and might lead to an increase in county funds - and to the reapportionment of such funds among the libraries.

In 1978 Truro seemed to feel that the county allocation was generous. It was roughly three times the allocation from the city. Incidentally, as described in section IV. of this report, Truro compared favorably with other Madison County libraries in terms of serving persons in the rural areas. To get a more accurate overall picture of the total per capita support of the Truro Library an income figure including county receipts was divided by the 1970 total population of Truro's primary service area as determined by the user study. The result was a per capita figure of roughly $2.91 per capita.

Trust Fund

There are no endowments, and there never have been endowments, to the Truro Public Library. No one has sought endowments. Even so, the library has occasionally received unsolicited memorials - e.g., the clock and the covered bridge paintings.

Fiscal Year 1978

The total Truro budget for 1978 was $8,273. This included a carry over of $3,468 from the previous year. Of the $8,273, 18.3% was spent for staff and 23.5% was spent on materials.

It did not prove practical to attempt to discover trends in the funding level during recent years. The general impression was that there has been small but steady growth in money received.

Minimum Guidelines for Iowa Public Libraries, as adopted by the Iowa Library Association, October 21, 1977, suggested the following percentage allotments for library budgets:

Population	Personnel	Materials	Operating Costs	Other
0-9,999	50-55%	25-30%	7-12%	15%

RECOMMENDATION (all three libraries):

That current budgeting be reviewed in light of the above suggested guidelines.

The President of the Board of Trustees explained that a balance was carried forward from year-to-year because (1) the second half of the allocation of city tax revenues was usually received in June - thus increasing the library's account shortly before the end of the fiscal year; (2) the amount of county tax revenues and when they were received at the library was not predictable, and sometimes resulted in a similar increase in the library's account shortly before the end of the fiscal year; and (3) the philosophy of the Board of Trustees was to ensure that the library had enough money available to pay its bills.

Regarding the question of whether a part of the balance was carried forward in order to pay for special projects during the next fiscal year, the President said that:

(1) she did not recall whether the Board of Trustees had planned beforehand that any part of the balance carried forward from fiscal year 1977 to fiscal year 1978 be spent for certain purposes. It was "there if we needed it. We spent it if we needed it."

(2) the Board of Trustees did plan beforehand to spend during fiscal year 1979 part of the balance carried forward from fiscal year 1978. Specifically, the Board planned to spend a considerable portion for painting the interior of the library, and some for new equipment.

RECOMMENDATION (Truro):

That the Board of Trustees discuss with city and county officials whether tax revenues budgeted for the library at the beginning of a fiscal year may be transferred to the library account (1) immediately; (2) as needed during the year; or (3) only on an unscheduled basis during the fiscal year.

REASON:

Early availability of the money, or easier access to it, might make planning the budget an easier job, and also might prevent the need to carry a balance forward.

The operating budget ($8,273) in Truro in fiscal year 1978 divided by Truro's fiscal year 1978 total circulation of books (6842) resulted in a cost per circulation of $1.21. The operating budget divided by the total number of hours (598) the library was open in 1978 resulted in an estimated cost per hour ($13.83) to operate the library.

The Winterset Library

The Library Building

Exterior

There are no directional signs in town announcing the location of the Winterset Public Library, but there is a sign on the front of the library building.

> RECOMMENDATION (all three libraries):
>
> That large, attractive and easy-to-read directional signs - which indicate the location of the public library, be placed along the roads most used to enter the city.
>
> REASON:
>
> The signs will publicize the library, and help strangers find it.

The library is conveniently located one block west of the main business district, along Court Avenue, which is itself a popular traffic route.

The library building is a Carnegie, constructed of red brick, and completed in 1905. Its age and style are well-suited to the historical orientation of Madison County.

The building is located on the southeast corner lot at the intersection of Court Avenue and Second Avenue. The ground is level in front and to the sides of the building, but slopes down at the rear of the building. Landscaping includes terraces and bushes in front and to both sides, and trees on the west side.

Parking is available in front of and behind the library. The parking in front is not reserved for anyone. Behind the library are a total of three parking spaces, all of which are designated for the handicapped.

The main entrance of the building, as is traditional of Carnegie libraries, is atop a steep flight of steps. In an effort to make the building more accessible, a doorway was installed at ground level at the rear of the building. This entrance is wide, involves no steps and can be used by the handicapped.

Once inside the building, however, handicapped persons are limited to the lower level because there is no elevator or other lift facility available. An intercom may be used to communicate with library staff who are upstairs. Library staff bring materials downstairs to the person who requests them. Also, there is a doorbell at the rear entrance so that library staff upstairs can be made aware that someone is at the door.

The library building has little capacity for expansion. Existing interior space has recently been reorganized during an extensive renovation project which included remodeling the lower level of the library. Further reorganization of existing space is not likely to be done for a considerable length of time.

Interior

Immediately inside the front entrance to the building are steps leading down to the lower floor and up through another set of doors to the main floor. There, in the center of the room is the circulation desk which faces the main entrance. Directly behind the desk is the periodical area. Book stacks and seating extend to the right and left. The main floor includes adult book stacks and adult reading areas. Downstairs, now accessible from the outside, is the children's area.

During the time of our study renovations were being completed and the use of some interior space was being altered. Furniture arrangements on both floors were also in the process of being altered. The main features of the seating areas were traditional large wooden library tables with matching chairs. Spatial relations of furniture were fairly close on the main level, but still allowed room for people to move about. The lower level had more room available.

There are no specially designated emergency exits ("the Fire Marshall never mentioned it,") but there is an additional exit available - from the furnace room on the lower level. Lighting is adequate - and enjoyable upstairs because it is not too bright, allows for shadows and seems natural. There are no emergency lights, smoke detectors, or sprinkler systems. One fire extinguisher is available - inside the front entrance at the foot of the stairs leading to the main level. The structure is apparently sound.

Guidelines recommend that a public library serving a population under 10,000 ought to have .7 to .8 total square feet of interior space per capita. Winterset Public Library has approximately 4374 square feet of interior space. The estimated 1976 population of Winterset was 1,795. Total square feet per capita is approximately 1.15. However, if we include not only the population of Winterset itself, but also the total 1970 population of the library's Rural Primary Service Area (RPSA), as defined later in this study, the number of square feet available per capita drops from 1.15 to .8.

Many signs announce aspects of the collection, e.g., "FICTION", "NONFICTION", and "GENEALOGY". These signs are adequate and correct, but plain. There are no signs (upstairs) to indicate location of the Reference Section, Childrens Area, or toilet facilities. Apparently the staff relies on the design of furniture (e.g., bean-bag chairs for children) or type of books (e.g., Reference) to convey the message about the purpose of each area.

Restroom facilities are available downstairs near the Children's Area. Both restrooms are accessible to the handicapped. However, from upstairs the location of the restrooms is not obvious, and there are no directional signs. Therefore, a person upstairs might require staff assistance in order to find the restroom. Keys are not necessary to gain access to the restrooms.

RECOMMENDATION (Truro and Winterset):

That directional signs indicating location of the restroom be installed at a place in the library where directions would be most likely needed.

REASON:

Patrons will appreciate not having to ask the staff for directions to the restrooms.

There are two water fountains - one located on the upper level just inside the entrance and immediately to the left; and the other downstairs near the restrooms. There are no directional signs, and they are probably not necessary. The fountain downstairs is useable by the handicapped.

There are no lockers or snack areas.

Noise levels are not excessive.

The lower level has carpeting, curtains, a lowered ceiling with acoustical tile, and a sound-deadening sliding door which separates the Children's Area from the meeting room. The upstairs floor has carpeting except at the check out area.

Both the adult and juvenile catalogs can be found and used by a stranger without staff assistance. The adult catalog is located on the main level to the left of the entrance. The adult catalog is contained in four sections of wooden cabinet. Each section measures 12" x 32" x 17" and has 15 drawers. The adult shelflist is filed in the first six drawers of the same cabinet.

Entries in the adult catalog include author, title, and subject entries on cards which are interfiled.

The juvenile catalog is located adjacent to the circulation desk in the recently created children's area in the basement of the library. It is contained in two sections of a wooden cabinet.

The juvenile non-fiction shelflist is not filed with the juvenile catalog, but is instead in a box behind the circulation desk because "students do not need the shelflist ..." "Nobody uses it." The juvenile fiction shelflist is still filed in the same cabinet as the juvenile catalog, but will also be removed because of nonuse and to make room for expansion of the juvenile catalog.

Entries in the juvenile catalog include author, title, and subject entries on interfiled cards.

One meeting room is available on the lower level adjacent to the children's area. Size of the meeting room is 371 square feet. It does not have an outside entrance, but it can be sealed off from the rest of the building by use of a sliding door. The room is near restroom facilities which are accessible to the handicapped. Room acoustics are excellent because of carpeting, draperies, the lowered ceiling, the folding door, and the size of the room.

Heating and air-conditioning are "unsatisfactory." The Director states that a new furnace and a new air-conditioner were installed four years ago at the same time with the same duct-work. The system "has a lot of bugs"- the main problem being the variation in temperature between the lower and upper levels. "If it's warm upstairs, it's cold downstairs," etc. The Director and her staff are able to deal with the problem until the library can afford repairs. Humidity is "no problem."

Staff lounge and lockers do not exist in the Winterset Public Library. However, the staff does use the work-room area to make coffee. The staff uses the same restroom facilities available to the public.

The Library People

The Staff

During the community analysis project the staff at the Winterset Public Library consisted of a full-time Director and eight other people employed on a part-time basis. The schedule of each individual employee and the amount of time worked during the week varied considerably - e.g., one employee worked 27 hours a week and another worked 7.5 hours per week. A total of 159.5 person hours were worked during a typical week.

An effort was made to have maximum staff available during the periods when the library was busiest. Schedule-conflict problems were circumvented by a spirit of flexibility and cooperation among staff persons. One library employee lived next door to the library and responded to calls for help during emergency situations.

Two of the part-time workers were teenage boys who performed page duties and various other tasks. The rest of the staff, all adult females, performed a wide range of duties.

The assignment of tasks, responsibility and authority has been reevaluated constantly in the past seven years, according to the Director. In recent years there has been increase both in the number of people employed at the library and the number of hours they worked in order to keep pace with the growing library business.

The remodeling of the basement into a children's area necessitated a shift in staffing patterns. During peak times for juvenile useage the children's area could not be monitored from the main circulation area, so at least two people were needed - one upstairs and one down.

The Director said that "everyone does everything as needed" - with slight exceptions:

Tasks assigned to the Director:

- Administration
- Supervision
- Office Work, correspondence, etc.
- Materials selection

Tasks assigned to everyone - including the Director:

Technical Services:

- Acquisition (Note: One assistant does most of the film bookings)
  - order books
  - process books
    - type catalog cards
- Collection Management
  - shelve books
  - file cards

Public Services

- Circulation
  - check books in and out
- Reference

An observation of the staff at work indicated that the Winterset Library was at a stage in its growth where staff specialization was beginning to appear and would likely become more evident as growth continued. Two of the part-time workers were particularly enthusiastic about library work and were under the Director's guidance, taking on responsibilities in such areas as programming, AV, and public relations.

There was no job evaluation system at the Winterset Public Library. However, in 1978 the Director asked staff persons to write descriptions of their jobs. The Director filed these job descriptions so she would have them "in case the Board or anyone asked." The Board has not asked to see the job descriptions.

The Director and the Board of Trustees talk informally about assignment of new tasks to staff persons. These talks are conducted without reference to the written job descriptions. Performance evaluations are not written, and are left to the discretion of the Director.

RECOMMENDATION (Winterset):

That performance evaluations be written.

REASON:

Written performance evaluations will: (1) improve communication and understanding regarding the job for supervisors and supervisees; (2) protect supervisors and supervisees in case problems occur regarding performance on the job; and (3) make the library more accountable to its public.

The Director states that the Personnel Policy of the Winterset Public Library is written "back in the old by-laws, but is loosely followed." The Board of Trustees used to make decisions about hiring and firing. Now the Director makes those decisions after consultation with the Board of Trustees.

RECOMMENDATION (Winterset and Truro):

1. That the personnel policy be reviewed and updated - with input from the staff in addition to the Board of Trustees.

2. That the policy be written as a separate document.

REASON:

An updated and written personnel policy - created in part by input from the staff, will:

1. provide employer and employee with a sense that there is a common understanding of the terms of employment;

2. be a ready reference to resolve questions that arise regarding personnel policies; and

3. make the library more accountable to its public.

The Board of Trustees encourages the Director and her staff to attend workshops. The staff are paid for their time and mileage. The Director chooses not to take compensatory time. Each staff person has attended one or more workshops.

The Director and the Board of Trustees are willing to implement new ideas/methods/approaches learned in such programs.

The Director says that no staff member is regularly assigned library worktime outside the library. However, occasionally all have worked for the library outside the library.

Staff contacts with groups and agencies outside the library have included the following:

A representative of the library was invited to speak about the library at a Kiwanis meeting.

Library staff persons, in their capacity as members of the various women's groups, have spoken out for the library at meetings of the groups.

One assistant, along with a former staff member, advertised the Summer Programs for children at the library by going to the Elementary School and presenting a Puppet Show to each class.

As was the case in Earlham and Truro, the entire Winterset staff or at least one member of the staff, seemed to know just about everyone who entered the library. Often the staff member or members had some formal or informal association with the patron other than through the library. They were neighbors, had kids in the same grade, went to the same church or belonged to the same club, etc. Quite often the relationship between the patron and the staff member was such that one had the feeling that the primary objective was a neighborly visit and exchange of news, and that checking out a book was incidental. Library public service was provided with promptness and efficiency but in combination with small town friendliness.

The Board

The Director stated that Board members were selected on the basis of community interest, and ability to make a positive contribution. She added that new Board members tended to come from among the friends of current Board members, to be in business and to have public spirit.

According to the Director, by-laws governing operations of the Board of Trustees were old and were handwritten. She read them and decided that the Board did not observe then at all. She found many discrepancies.

RECOMMENDATION (Winterset):

That the Board of Trustees by-laws be updated.

REASON:

By-laws would be an aid to the efficient functioning of the Board.

Minutes of the Board meetings were not routinely provided to the Director, but were instead sent to City Hall for the Auditor.

RECOMMENDATION (Winterset):

That minutes of each meeting of the Board of Trustees be provided to the Director of the library.

REASON:

The Director's receipt of the minutes will give her the opportunity to: (1) review them; (2) challenge their accuracy; (3) keep them as a reference aid; and (4) share them with the staff.

Terms of Board members overlap to ensure continuity. The Director sought and obtained agreement of Board members, and approval of the city Council, for members of the current Board to extend their terms till after completion of the library remodeling project.

The Board has seven members - three men and four women. Their occupations include insurance agent, owner of private business, postmistress, housewife, office worker and retired school teacher. They range in age from early 50's to late 60's, and they all live in town.

RECOMMENDATION (Winterset and Earlham):

That consideration be given to the selection of a least two rural residents for the Board of Trustees.

REASON:

Rural residents who are members of the Board of Trustees will be likely to represent the rural area in discussions of library policies.

The Director says that since the library was established the Board of Trustees has had only two men as President. A man is now President.

The Director does not know if there is a rule for being ejected from the Board of Trustees for non-attendance at Board meetings. However, she says that such a rule would not be necessary anyway "because Board members are very conscientious."

The Director stated that the President of the Board of Trustees delegated specific responsibilities to individual Board members. No information regarding this point was gained directly from any member of the Board of Trustees.

Regular meetings of the Board of Trustees are scheduled only twice a year - once in January to set the budget, and once in July to study the report of the recently ended fiscal year. Other meetings are scheduled as needed, and the occurence of such specially called meetings varies quite a bit from year to year. All meetings are at the library - usually on Monday evenings. Generally the Director of the library informs the President of the Board of Trustees about upcoming issues. The Board decides whether to call a meeting.

According to the Director, the Board met frequently - two or three times per month or more, during the recent remodeling project.

RECOMMENDATION (Winterset):

That meetings of the Board of Trustees be regularly scheduled to occur at least six times per year.

REASON:

Regular meetings of the Board of Trustees will: (1) increase understanding by member of the Board of issues pertinent to the library; (2) improve the quality of their supervisory oversight of library operations; and (3) make the library more accountable to its public.

The Director states that members of the Board of Trustees seem "more and more" to understand the behind-the-scenes operation of the library. Apparently they have gained such knowledge without making special visits to observe the staff at work during busy hours. Board members are occasionally in the library during "prime time" but their presence during such times is by chance. They are there to use the library themselves.

The Library Materials

Print Materials

The materials collection at Winterset, like those at Truro and Earlham, is primarily books. The 1977/78 Winterset statistical report shows the following acquisition pattern. The library acquired 430 adult fiction book titles, 398 adult nonfiction, 178 juvenile fiction, and 169 juvenile nonfiction. No items were acquired in the audio visual or microform area. It is interesting to note that the adult and the juvenile purchases were divided almost equally between fiction and nonfiction.

Collection development is accomplished mostly by the Director with encouragement from the Board of Trustees, and assistance from staff persons. The Director discusses Selection Policy with the Board of Trustees, members of which often reaffirm their desire for continued purchase of Best Sellers. However, the Director feels that selection is a task of the Director. Accordingly, she routinely makes most decisions concerning selection. She has recently delegated authority to an assistant regarding selection and ordering of materials for the juvenile collection.

Selection tools used by the Director include Library Journal, Booklist, New York Times Book Review, Book Publisher's Records, women's magazines, farm magazines, The Farm Bureau Reading List, and daily newspapers.

Sources from which the library orders include: Baker and Taylor (To a great extent"); Doubleday; G.K. Hall (large print books); Arco Publishing Co. (automobile repair manuals); Nathaniel Dane; and a variety of others for whom salesmen occasionally stop by and show brochures.

Sources for children's books include Jean Karr & Co., wholesale booksellers, the source for a continuing subscription to Avalon Books.

Quantity of books purchased has averaged 800-900 per year. However, the Director stated that the rate would be increasing due to many factors. The staff has requested increased budget allocations by the Board of Trustees for the purchase of books. Toward this end the Board of Trustees has scheduled increased allocations from the Brownell Fund, and increased allocations from other moneys. Also, there has been an increase in the number of gifts which either consist of books or money on condition that it be spent to purchase books. The library has begun to implement plans for purchase of more books - as shown by the reported purchase of 1,736 books during fiscal year 1979.

The Materials Selection/Weeding/Gifts Policy of the Winterset Public Library is not written. The Director states that there may have been such a written policy at the beginning of the library, but there is not a current written policy.

Factors and procedures involved in selection/weeding decisions are as follows:

Selection:

Factors considered:

Demand for an item (staff notes expressions of interest by users and non-users). For example: more large print books have been acquired since participation in the Central Iowa Regional Library Rotation Program, which demonstrated popularity of large print books. Books most often requested were Best Sellers and old books - especially westerns and light romance.

The Director and her staff routinely order materials in response to specific requests from individuals or groups.

1. Individuals:

   Staff persons are constantly selecting, ordering and acquiring books requested by individuals. The staff notifies users when the requested books are available at the library.

2. Groups:

   Staff persons acquire materials requested by groups. The groups include the following; Federated Women's Club, Hobby Clubs, Antique Clubs.

3. Agencies:

   Staff persons acquire materials requested by agencies. The agencies include the following: Farm Bureau, Day Care, One of three Nursing Homes in Winterset.

Weeding:

If a book is in bad physical condition and/or the information contained is

out of date, the decision is made to get rid of the book. The books are usually sold for ten cents a copy.

The Director states that there is no consideration of retroactive censorship, e.g., "Little Black Sambo is still on the shelves."

Gifts:

The Gift Policy of the Winterset Public Library is not written. However, the Director states that the actual policy is to "accept what is given - in accordance with the strings attached." Also, the Director, staff and Board of Trustees have "made it plain to individuals and to organizations that the library accepts gifts." This communication (public relations effort) has been interpersonal and verbal, and "so far it has just evolved spontaneously."

1. Individuals:

   Many donations have been received from individuals who were grateful to the staff for acquiring certain requested items.

2. Groups:

   a. The Director and her staff were developing a program for staff members to attend meetings on a planned basis, and tell people about the library. It was felt that gifts might be one result of such contacts.

   b. The Genealogical Society offered private books for use only in the Library. The Director had reservations about this because of the possibility that the limited use requirements might alienate users of the library.

   c. The Lions Club in Winterset donated a reader to the library. The reader was not used, so the Director sought and received approval from the Lions Club to substitute for the reader. The substitute was a subscription to the large print Reader's Digest.

3. Agencies:

   The following gifts have been received from agencies:

   a. Last year the Extension Service gave some garden bulletins to the library. They could be checked out of the library, and more could be obtained at the Extension Office.

   b. A member of the Highway Patrol donated some issues of Highway Patrol's professional magazine.

The collection has been built in response to user demands. Since 1970 or 1971 development of the collection has been enhanced through financial help of the Brownell Trust. Provisions of the trust require that it be used to purchase children's books, non-fiction books, or periodicals.

Library users prefer old books and best sellers. Especially popular are westerns and light romances.

The many old imprints imply that the library purchased much of its collection long ago, but that is not true. Many of the books with old imprints were actually purchased after 1970-71 because (1) users wanted older books and (2) the money for purchase was available from the Brownell Fund.

Despite the many old books in the collection it is well-used - because it is just "current" enough to suit the users of the library.

The Director states that the collection is short on "true sciences - math, zoology, etc." This is compensated for by use of Interlibrary Loan (ILL).

Materials re: sports are being acquired in order to strengthen that area of the collection.

The Director states that she and her staff try, but not aggressively, to acquire local materials (about Madison County). "It is a matter of continuing awareness so that when it becomes apparent and available, the staff notes and acquires it."

Emphasis is on historical local materials, and the library has "quite a lot" of books about the history of Madison County.

Not many current works are acquired because there are no facilities to take care of them. For example, a vertical file is needed for news events.

The Director states that all media in the Winterset Public Library collection generally seem to be in tune with the community. She notes as evidence the comparatively low circulation of books from the Tri-County books which are not too well received by the users of the Winterset Public Library. By contrast, the regular collection of the Winterset Public Library is better received by users of the library because the staff has noted expressions of interest by users and non-users, and has tried to accommodate them.

Paperbacks are not catalogued. The number of paperbacks is unknown, and is speculated to be about 3,000. During fiscal year 1979 the library acquired 970 paperbacks through donations. Almost all paperbacks have been acquired as gifts. The Director states that the library does not have a policy against the purchase of paperbacks.

The total circulation of paperbacks is unknown. The Director says that the report submitted for inclusion in Iowa Public Library Statistics 1977-78 dealt with paperbacks as follows: (1) They were not included in holdings; (2) they were included in circulation. She estimates that paperbacks account for "20% or less" of adult circulation, and "10% or less" of juvenile circulation.

RECOMMENDATION (Winterset):

That the policy regarding paperbacks be reviewed, clarified, and written into the overall materials selection/weeding/gifts policy.

REASON:

A clear, written policy regarding purchase of paperbacks will: (1) clarify, for the Board of Trustees and the staff, the reasons to purchase or not purchase paperbacks.

Further discussion of the composition and useage of the Winterset print collection can be found on page 86.

Non-Print Materials

Phonograph records and art prints are received from Central Iowa Regional Library as part of the Rotation Program. Both the phonograph records and art prints are highly used. In fact, the Director mentioned that the library "could use a lot more" art prints.

The library's own phonograph record collection consists of less than 100 records. The adult records - all gifts to the library - are mostly older popular music, classical, and country western. Children's records are mostly for younger children, but also adolescent through senior high. The children's collection of records was initiated three years ago with a $500 memorial gift.

Audio cassettes have never been requested from CIRL. The Winterset Library still has 18-20 audio cassettes which were given to the Library by CIRL. The audio cassettes have not gone out much.

The library has a 16mm film projector on long term loan from CIRL for the purpose of shared use by all public libraries in Madison County. The library also has its own screen. The projector and screen are used quite often. Also, the library regularly orders films for various groups, e.g., AA, and for the nursing homes in Winterset.

The Director and the Board of Trustees are considering purchase of a microfilm reader and a microfiche reader.

RECOMMENDATION (all three libraries):

1. That the materials selection/weeding/gifts policy be written.

2. That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's collection.

3. That consideration be given to further development of "non-traditional" non-print resources.

REASON:

A written and customized policy will result in the following:

1. The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

2. The library's collection will be even more representative of the variety of interests which exist in the service area.

3. The library will be more responsive to its public.

Library Services

Goals for Service

The Director stated that long range service goals for the Winterset Library had perhaps not been clearly defined and written down. The Board planned for the future but tended to concentrate on the physical plant aspects of the library. She felt however that the Board knew the library's goals and the role of the library in the community. Following our initial discussion of goals with the Director, she listed the following as goals for the Winterset Library. She believed that the staff and the Board would support the goals and agree that they were worth working toward although the goals had not been discussed and adopted in a formal way.

Goals of the Winterset Public Library:

1. To increase library usage especially by those living inside the Winterset city limits.

2. Discover and acquire the materials most wanted by library users and nonusers.

During a discussion of these goals the Director explained that the library needed more borrowers of all ages.

The above goals and the philosophy which appears to underlie them are obviously service oriented. Success is to be measured in terms of the extent of library usage. The second goal listed above is partly a means of accomplishing the first. The key to increased usage is believed to be the acquisition of appealing library materials.

The Director states that goals of the library are based on consideration of individuals in the community "within our awareness of their needs." She notes that a problem exists in that "we too often don't know what they need. We need a way to learn their needs."

Also worth noting in the goals statement is the phrase, "especially city usage" in the first goal statement. Although everyone is welcome at the Winterset Library, and the service area extends well beyond the city limits, the agency is probably still regarded as first of all a city library with a unique obligation to the people living in town. This is not suprising and certainly not unique to Winterset. The other two libraries in the county probably also see themselves as primarily town libraries. That is how they began and the town countinues to be a major source of funding for all the libraries. The county wide service concept and the laws which provide reimbursement for such service are recent ones. As we will emphasize again later we would like to see the libraries of Madison County working together to devise means for extending high quality library service to citizens throughout the county.

RECOMMENDATION (all three libraries):

That goals and service priorities for each library be reevaluated and written in light of material presented in this report concerning patterns of use or non-use at each library.

REASON:

This report is intended as a management tool. It contains observations and questions about each library which we hope can be used to improve county wide library service. Construction of policies tailored to the unique characteristics of the area served by each library would hopefully open each library to more of its people, and would be the highest possible reward for our efforts.

Hours of Service

The Winterset Public Library is open year round, Monday, Tuesday, Thursday, Friday and Saturday from 10:00 a.m. - 5:00 p.m.; and on Wednesday from 10:00 a.m. - 8:00 p.m. This amounts to six different days per week and 45 hours per week. Evening hours (after 5:00 p.m.) constitute 6.7% of all hours that the library is open. Weekend hours constitute 15.6% of all hours that the library is open. No public library in the county is open on Sunday.

From about 4:00 p.m. - 4:30 p.m. on week-days many school children use the library.

Most of the work force employed in Winterset is at work during daytime hours Monday through Friday.

Evening hours on Wednesday began in September 1978 as a five month incentive grant funded by CIRL, and have been continued through local funding. According to the Director, people definitely used the library on Wednesday nights during the experimental phase, and some "could not have used the library during daytime hours." Such factors influenced the decision by the Board of Trustees to approve local funding for continuation of evening hours on Wednesdays. Despite evidence of success - increased use of the library - the Director expressed concern that many people were still not aware that the library was open on Wednesday evenings. Also, the Director wondered if there was a more effective method of publicizing the evening hours. Apparently the notices in the Winterset Madisonian had not been sufficient.

The library has been open during noon hours for the past six years. This was initially opposed by the Board of Trustees because of the increased cost, but according to the Director noon-hours have become "some of the busiest times at the library because people can get away then."

Circulation of Materials

Loan periods are flexible. The regular loan period is two weeks - with the privilege of two weeks renewal. "If the need exists," a person may check an item out "for longer, and renew it as long as the need exists." However, if there is high demand for an item, the loan period will be limited. These procedures are unwritten. New periodicals may be checked out for only three days - old periodicals for two weeks.

Observation of routine library business showed that checking out items at the desk involved minimal difficulty and very little time by the patron.

There is a difference, however, between users and staff in the amount of time and effort required by circulation systems and procedures. For the staff the Director said there is a "considerable amount of work involved." The Director states that this is "probably true of any system," but that she "would consider another way," and would like to learn more about other circulation systems.

It is possible to specify who has what book, but to do so is difficult and time consuming because it requires going through all the book cards at the circulation desk. The cards are filed by date due like the Earlham Public Library.

A book drop is located on the lawn in front of the library. There are no others in town because of possible vandalism in other locations.

Call-in orders are accepted and can be accomplished in the same day if the book is in the library. Also, based on call-in orders, items are placed on reserve, books are ordered, and interlibrary loan requests are made.

According to the Director, "everything here is for the use of borrowers. Almost everything can be checked out." Some can only be checked out overnight because of general need or interest, e.g., works about world government and politics (kids need them for school). The Director and staff try for an "equitable distribution of material rather than restriction of material." The belief that Winterset acquisitions are reflective of area library users' tastes is supported by Winterset's circulation figures. According to Iowa Public Library Statistics 1977-78 the Winterset Public Library had the highest reported annual circulation for libraries of its size grouping within the State of Iowa. Size grouping were determined by the 1970 census population figures for the towns in which the libraries were located. Winterset fell in the size group of libraries in towns with a 1970 population of 2,500-4,999.

Further evidence that circulation policies and procedures are geared toward public service is shown by the fact that the staff attempts to process special requests and high demand items the same day they arrive, and to contact the patron by phone.

The theft rate is either very low or "considerable," depending on the definition of theft: (1) For items directly stolen, the theft rate is very low (the Director said that in seven years only one art object and two books had been directly stolen); (2) For those items indirectly stolen (checked out but never returned), the theft rate is "considerable," and "growing," "unknown," and "unsettling." Although the number is unknown, it seems high. Also, indirect theft seemed focused on items more valuable in dollars, e.g., auto repair books.

In order to counter indirect theft, the Director compiled a list of long overdues and sent it to the County Attorney. Then she sent a letter to the patrons telling them of impending legal action, and asking them again to return the books. Some books have been returned as a result of such letters to patrons.

Organizing and Providing Access to the Collection

Experiments were conducted to determine if the catalog would guide the user to material on the shelves.

The impression was gained that the adult catalog was useful in finding library materials. A person unfamiliar with the catalog or the library could successfully use the catalog to find a desired item on the shelves - usually without seeking staff assistance. Many items had author, title, and subject entries, thus providing more than one access point in the catalog.

One of the items encountered during study of the adult catalog was a subject entry card for a book which had been withdrawn from the collection. All other catalog cards for that book had also been withdrawn. The remaining subject entry card was "a fluke" - obviously a mistake, but a rare one, and not part of a pattern of misleading entries in the card catalog. (Note: Since the time of our study, the Director and staff have begun a comprehensive inventory of the entire collection.)

For the most part, the adult catalog was simple and easy to understand, accurate, and comprehensive.

Guide cards were available in the adult catalog, and sometimes led to the vertical file (in the Director's office) for materials not found in the regualr collection.

The children's catalog was less useful than the adult catalog for at least two reasons: (1) the children's collection was still in transition to its new location in the lower level (basement), the books were not yet reorganized and shelved accurately (as of 5/29/79); and (2) entries in the children's catalog did not identify the grade level or age level for which a work was intended - thus not providing a clue crucial to discovery of the location of the item on the shelves. This was important because children's works were shelved according to grade level or age level for which they were intended. The staff was aware of this omission, and later began to correct the catalog.

Although children are free to take out books and put them where they want, the staff tries to re-shelve the items at the end of the work day. Thus there is an

attempt to maintain order among items in the children's collection.

Graphics are adequate and understandable, but plain. Shelves are in order. The children's collection was in temporary disarray because it was being moved to the lower level.

Books are clean, and have legible spine labels. New adult books are attractively displayed on shelves immediately in front of the circulation desk on the main floor. New childrens books are attractively displayed by placing them in an upright, half-open position on top of bookshelves in the children's section.

Neither the adult nor the childrens catalog gets much use. Most users ask the staff for what they want.

All cataloging and processing is done by designated members of the staff. According to the Director, the general policy is to catalog and process books "as soon as we can." Such work is usually done "in our spare time." However, "when a book is in great demand, we go right to it, process it the same day. Also, some books, e.g., westerns, are sent out without having been processed to users who have expressed interest in them.

Staff cataloging and processing of books is considered cheaper than ordering the books pre-catalogued and processed. The Director estimated that the materials cost of processing a typical book would be approximately thirty cents. Labor costs are not figured in because such work is done in staff "spare time" when the library is not busy, i.e. when there are few patrons to help.

New books are placed among the rest of the collection only after they have been checked out three of four times, or after the library receives a new shipment of books - whichever happens sooner.

RECOMMENDATION (all three libraries):

That the Director explore the feasibility of acquiring as much library material as possible preprocessed and catalogued.

REASON:

To free more of the Librarian's time for interaction with patrons, programming, etc.

RECOMMENDATION (all three libraries):

That personal guidance to the collection remain a service practice and priority no matter how many improvements are made in the catalog.

REASON:

The friendly "I've got time for you" style of service at each of the libraries studied in this report helps patrons feel welcome to be at the library. The warmth could cool in a hurry if, instead of personally assisting patrons, the staff would refer them to the new, improved catalog.

Programming

Other than the traditional children's reading program Winterset has not been actively involved in library sponsored programs.

One assistant, along with a former staff member, advertised the 1979 Summer Program for Children at the library by constructing puppets, going to the Elementary School and presenting a puppet show for each class.

Reference

The Winterset Public Library provides Reference Service through its own staff and collection, and also through the CIRL Reference Service.

The local reference collection was developed largely through planned purchases based on requests by individuals or groups for information or for reference materials. The staff noted the questions, and selected and ordered materials accordingly. Also, the reference collection has been enhanced through gifts to the library.

Among the strengths of the reference collection are its eight sets of encyclopedias. The staff plans each year to replace one set of encyclopedias with a current set. An old, displaced set is cataloged ("carded"), and its volumes may be checked out of the library.

Other sources in the reference collection are as follows: Reader's Guide to Periodical Literature; books about nature, geology, biology, chemistry and history; books about antiques, do-it-yourself guides, e.g., quilting manuals and manuals about macrame, needlepoint and leatherwork; an entire section of cook books, and four - five books about sewing. Among the most popular reference sources are the repair manuals. The Director observes that there is a higher demand for repair manuals about older automobiles and older farm machinery than for newer models. She reasons that people with newer models return them to a dealer for service rather than attempt independent repair. The reference collection also includes motorcycle repair manuals.

The juvenile reference collection includes three sets of encyclopedias.

Other Factors Influencing Service

The following describes the past and current registration policy of the Winterset Public Library. In the past, rural registrants had to pay for a registration card, which was good for only one year. This was changed in 1977 so that the charge for registration was eliminated, and the registration period was extended from one to four years. These changes made the policy for rural registrants the same as the policy for "in town" registrants "had always been." The policy for rural registrants was changed because the library began receiving "county money" which would finance Library services to rural residents of Madison County. The four year registration period was chosen because of people's mobility ("move in and out of town"), and the extra work which had been required of library staff just to change registration numbers on cards each year. As of June, 1978 the library had 2,499 registrants. Many of this number represented a family rather than an individual. Policy was changed about then to provide for registration of each individual who used the library.

Current policy continues free registration each four years, but the Board of Trustees retains the option to authorize return to charging for registration if library operations become too costly without such financial support.

The following criteria are used to distinguish between adult and juvenile registrants:

adult: age 14 and older, juvenile: age 13 and younger.

Factors and procedures that influence the unwritten Service Policy decisions are as follows:

There are no geographic boundaries to the service area. The library staff acquires requested items, and checks them out to users with the understanding that the items are to be returned or renewed by the due date.

The staff seeks the widest possible use of all items.

1. Individuals:

   Based on requests by individuals for reference materials which are not in the collection, the staff purchases the materials and adds them to the collection. Also, the staff asks patrons to continue suggesting new acquisitions. They do.

2. Groups:

   One example of seeking the widest possible use for items is the following: Even if the item acquired (e.g., a film) is of special interest to a particular group, the library staff does not limit use to that group, but instead also offers the item to other groups - or agencies, e.g., nursing homes, for use.

   The Madison County Antique Association formerly met at the library.

3. Agencies:

   See Groups - above. Also, every two weeks the Multi-Purpose Center van is used by volunteers to take books from the library to a nursing home. The books have been selected by library staff based on previous use at the home - and requests. For further discussion of this service see pages 136-137.

The Winterset Public Library contracts with other cities in Madison County for the provision of library services to residents of those cities. They include Macksburg, Patterson, and Peru. Total revenue to the library from all three contracts was as follows for the past two years:

fiscal year '78 = $133.98; fiscal year '79 = $160.00.

During the user study conducted for this community analysis report, residents from the contracting cities who used the library constituted the following percent of all users:

Macksburg - 0.6%; Patterson - 0.7%; and Peru - 1.5%

Apparently the contracting cities are utilizing library services at a minimal volume. Further study would be required to substantiate this point.

A private citizen at Macksburg, and the Mayor of Patterson, both of whom were interviewed independently during the conduct of the community analysis project, volunteered the suggestion that some kind of mobile library service be initiated by the Winterset Public Library. They envisioned such a service as extending to all parts of the county, including their towns. Also, they expressed a belief that some residents would utilize mobile library service much more than they utilized the library in Winterset. The same suggestion was also received from the Mayor of the city of Bevington, and from a resident of the city of Peru. Bevington did not contract with the Winterset Public Library for provision of library services.

RECOMMENDATION (Winterset and Truro):

1. That any contract for the provision of library services to any town be reviewed at least each year.

2. That each review be conducted in a meeting of the library Board and staff, and officials and interested citizens of the town.

REASON:

Such reviews will be an opportunity to learn ways to improve service.

RECOMMENDATION (Winterset):

That the Board of Trustees and the Director of the Winterset Public Library encourage officials and other citizens of Bevington to consider contracting for provision of library services - eventually to include mobile library services.

REASON:

Such communication will create the opportunity for: (1) increased use of the library by residents of Bevington; and (2) compliance with the State law which requires that cities without libraries contract for library services.

Making the Public Aware of the Library's Services

No one is clearly assigned the responsibility to inform the community about services at the library. "The staff gets the word to people who will listen." The Board does the same. The Director states that an effort is made to distinguish between and to reach users and non-users. No distinction is made between individuals and groups. However, the Director and her staff are developing a program for staff members to attend group meetings on a planned basis, and tell people about the library.

The library has public relations materials designed specifically for the Winterset Public Library, but only to announce "something special - not on a regular basis." For example, flyers were created to announce "Baseball Card Trading" - a children's program. Also, posters were created and placed in store windows to announce the same program. There was "not much response" to the public relations effort.

The most noteworthy public relations item designed specifically for the Winterset Public Library was discovered by chance during a visit at the library toward the end of the community analysis project. An announcement of library services had been created in the spring of 1978 by an assistant - on her own, to publicize the library. The announcement was designed in the format of an old-time-one-sheet newspaper, measured 8½" x 14", and was entitled Winterset Library Gazette. Its three columns included many one or two word headings descriptive of library services (materials and activities). Beneath the headings were brief sentences which further described the services.

The first printing of the announcement consisted of "more than 50 copies" - from the library's photocopy machine, in the spring of 1978. That issue was intended as a general announcement to everyone about services at the library.

Two updated issues were later produced, but these were intended for a more specific audience - new residents of Winterset. In the fall of 1978 50 copies were produced, and in August, 1979, 30 copies were produced. Both issues were for the "WelcomeWagon" - a community group whose function was to welcome and orient new residents to the city of Winterset.

The change of intended audience from general public to new residents indicates a philosophy. The Director or her assistant probably decided that if long-time residents of Winterset did not already know about and use the library they were not likely to begin just because they read the Winterset Library Gazette. Perhaps this public relations effort could be revived, and its intended audience expanded to include long-time residents as well as new residents. This would require the printing of more copies per issue, and an expanded distribution system. The printing could be arranged through contract with a printer who could photo-reproduce the copy designed by the library. Perhaps copies could be mailed out along with the Winterset Madisonian or deposited and made available free of charge at business places, e.g., restaurants, in Winterset.

RECOMMENDATION (Winterset):

That the Director and staff review the utility of the Winterset Library Gazette, and consider publication of new issues.

REASON:

Updated copies of the Winterset Library Gazette will: (1) increase public awareness of the library; and (2) attract some new users to the library.

Bookmarks have been acquired from Central Iowa Regional (CIRL) and from publishing houses. The bookmarks were not created specifically for the Winterset Public Library.

Place mats have been acquired from CIRL for use during the Madison County Covered Bridge Festival. The place mats were not created specifically for the Winterset Public Library.

Newspaper publicity is provided through "good cooperation" with the reporter for the Winterset Madisonian. The library does not have a regular column in the newspaper. However, library staff persons write notices to be published in the newspaper . The notices describe library services, and are created as needed rather than on a regularly scheduled basis. The newspaper publishes the notices without charge. The Director said she thought that "many people did not read the Madisonian because lots of people still don't know that we are open on Wednesday nights."

School newsletters are apparently not often used to announce activities at the Winterset Public Library. Cooperation of those in charge of school newletters is "so-so", and there is "not any contact" with those in charge of school libraries.

One member of the Board of Trustees gave a program to the Kiwanis describing the history of the library. Also, a Board member helped get the grant for remodeling the library.

More are becoming aware of library services through library staff "contact with clubs" (e.g., the Farm Bureau Reading List is used by library staff as a guide to book selection). The Director states candidly that citizens "have been rather unaware" of library services, and many "still are not aware of services," but "we are working on it."

However, there is evidence that citizens are aware of and appreciate library services. Citizen input to library planning and operations consists mostly or requests that the library acquire certain items. This "happens constantly," and the staff honors the requests whenever possible - by purchase or inter-library loan. Also, each Spring the library hosts an Art Exhibit of works by elementary and junior high students. Y-Teen and 4-H volunteers help.

Citizen input to allocation of resources has included donations from the Schwanner-Giffen fund ($1,500.00, December, 1978, for microform equipment, and $7,437.48 "to be used as we have need"), the Kiwanis ($200.00 for chairs in the childrens room), a Sorority donation of $500.00 for childrens phonograph records, JC-ettes' donation of a Book Return Box, Womens Clubs' donations of money for books or childrens furnishings, and individual citizens' donations of books or money (e.g., a trust fund for juvenile fiction and in 1978, the Callison Memorial - $1,000.00 for a photocopy machine). Also, individual citizens have volunteered their services, e.g., to do minor repairs at the library.

The Service Policy of the Winterset Library is not written.

RECOMMENDATION (all three libraries):

1. That the Service Policy be reviewed, clarified, and written as a separate document.

2. That it be written considering the interests of the various groupings that make up the service area, so that non-users as well as users will be drawn to the library's services.

REASON:

A written and customized policy will result in the following:

1. The Board and staff will find it easier to do their work. They will achieve a common understanding of the policy, and will communicate more easily regarding overall policy and specific policy decisions.

2. The library's services will be even more representative of the variety of interests which exist in the service area.

3. The library will be more accountable to its public.

Interlibrary Cooperation

Other Madison County Libraries

There is little contact between the staff of the Winterset Public Library and those of the Earlahm or Truro public libraries.

All three libraries participate in the Tri-County Rotation Program, and in services offered by the CIRL. Common interest in CIRL led to joint meetings to learn about funding of the Tri-County Rotation Program. According to the Director of the Winterset Public Library the Librarians and the Trustees of the three libraries are acquainted and are on cooperative terms, but have not had reason for interaction among the libraries.

The libraries do not exchange books. However, the Director of the Winterset Public Library initiated the gift of old copies of Books in Print to the Earlham Public Library and the Truro Public Library.

Staff persons from the libraries occasionally, as needed, return books to other libraries for their patrons. This is not done regularly because of cost. However, the Director of the Winterset Public Library foresees the possibility of systematically returning books to other libraries as a convenience to users. She says that such a program would require agreement by the staffs and Boards of Trustees of the libraries.

There is some information exchange between Earlham and Winterset. See Earlham on page 24.

The Director of the Winterset Public Library states that relationships with other public libraries and school libraries in the county should be made more regular. She adds that regular relationships with school libraries are likely to happen before regular relationships with public libraries.

RECOMMENDATION (all three libraries):

That Madison County Public Librarians meet together on a regular basis to explore areas for cooperation.

REASON:

Renewal of their relationship will lead to discovery of ways in which they can help each other, and thereby improve delivery of public library services throughout the county.

Central Iowa Regional Library

The Winterset Public Library interrelates with Central as follows: (1) Use of the interlibrary loan and reference service provided by Central through a contract with the Des Moines Public Library; (2) use of collection enrichment materials provided by Central; and (3) participation in education and training provided or sponsored by Central.

Statistics reported in Iowa Public Library Statistics 1977-78 show that Winterset received 209 items through interlibrary loan.

No data was reported in 1978 about reference requests. However, the Director said that the service was valuable bacause it successfully increased the potential of the local library.

The collection enrichment materials consist of CIRL provision of large print books, phonograph records, and art prints to the Winterset Public Library on a rotation basis. All three kinds of materials have a high rate of use. In fact, the popularity of large print books has led the staff to acquire many large print books for the library's collection. Also, the Director says that the library could use a lot more art prints.

Winterset has never asked for or received audio cassettes through the CIRL Rotation Program. The Director did not know whether cassettes were still available as part of the program and expressed no interest in acquiring any. As noted elsewhere in this report, the few audio cassettes owned by the Winterset Public Library were given to the library by CIRL, and have not circulated very well.

The librarian and her staff participate regularly in workshops and classes sponsored by Central. The Winterset Library has hosted a number of these events. The Winterset Librarian preceded the Earlham Librarian on Central's Liaison Committee.

Tri-County Rotation Program

The one type of interrelationship binding the Winterset Public Library with the libraries in Madison County, Marion County, and Warren County is a book sharing program called "Tri-County Rotation Program."

The program was initiated a year or so ago at a meeting of Librarians and at the suggestion of CIRL.

Participating libraries (16 or so) contribute money for use of materials for a limited time. The rate is "100 books for each $200.00." The Winterset Public Library started at 200 books for $400.00 three times per year. The Director says that the frequency will be cut to two times per year.

A part-time employee of the Winterset Public Library exchanges shipments of books at the Indianola Public Library. The employee's flexible schedule facilitates the scheduling and actual exchange of old shipments for new.

The Director states that more time and experience are required for her to decide if the program is worthwhile.

So far the Tri-County Rotation Program books have not been well received by users (particularly middle-aged and older people) of the Winterset Public Library. Tri-County books have a lower circulation rate than books in the regular collection of the library. The Director says that users prefer the library's regular collection because the staff has noted expressions of interest by users and non-users, and tried to accommodate them.

Schools

The city of Winterset is part of the Winterset Community School District, which also includes the cities of Patterson and Peru, and much of the rural area within Madison County. Schools in the Winterset Community School District are located as follows:

South Ward Elementary: 404 S. 2nd Avenue, Winterset. Receives all K-4th grade students from the entire district. There is a media center, and a part-time Librarian who also teaches Remedial Reading.

Scott Elementary: RR 1, a few miles southeast of Winterset. Receives all 5th grade students from the entire district. There is no media center and no Librarian.

Middle School: 110 W. Washington, Winterset. Receives all 6th-8th grade students from the entire district. There is a media center, and a Librarian who also teaches some English.

Senior High School: 624 W. Husky Drive, Winterset. Receives all 9th-12th grade students from the entire district. There is a media center,and a Librarian - the Audio-Visual Director, who also teaches a few classes.

There is no regular contact between the staff of the Winterset Public Library and those of the school libraries in the Winterset Community School District. However, there is contact between the staff of Winterset Public Library and the elementary teachers who: (1) come to the Winterset Public Library and get great boxes of books for use by their students whenever they have a special project; and (2) occasionally bring their classes to the Winterset Public Library for orientation to the library.

The Principal of South Ward Elementary School in Winterset plans that during the '79-'80 school year each class (K-4) have a "library experience" trip to the Winterset Public Library. These trips will be regularly scheduled for each grade. The only uncertainty is the specific schedule.

RECOMMENDATION (all three libraries):

That the Director of the public library initiate communication with the school Librarian(s) in the school district.

REASON:

Establishment of a personal relationship between the Librarians will help them become aware of ways in which they can help each other, and thereby improve the operation of their respective agencies.

Library Finances

Budgetary Process:

Meetings of the Board of Trustees are open to the public. Making the budget is pretty much a set procedure:

Chronological order of events:

1. The Director:
   a. prepares the budget.
   b. submits the budget to the Board.
2. The Board:
   a. reviews and revises the budget
   b. returns the budget to the Director.

3. The Director:

    a. sends the budget to the City Clerk.

4. The City Clerk:

    a. submits the budget to the City Council.

5. The City Council:

    a. approves the budget (except once, when a portion of the money went to the airport instead. Members of the library staff felt that this reallocation of money away from the library happened at least in part because no one representing the library was present to defend the library budget).

The Director does most of the work independently, but consults with her staff when necessary, e.g., re: the need for equipment. The Director encourages input to and participation in the budgetary process by the staff.

The Director welcomes but does not solicit input to and participation in the budgetary process by members of the Board of Trustees. The Director prepares budget worksheets and submits them to the Board. Final decisions are then made independently by the Board unless the Director objects strongly to the decisions.

The Director says that consideration of community needs is not part of the process of making the budget. Also, the budget does not contain plans or allocations for meeting community needs.

No one encourages input to and participation in the budgetary process by individuals, groups or agencies in the community.

There are no budgetary allocations designated specifically for various groups and segments in the community. However, the staff responds to users of the library by acquiring requested items.

It is difficult to determine "fairness" of the collection. The Director says that acquisitions are based on indicated need, i.e., requests. Thus the collection is built to suit those who already use the library and ask for certain items.

The Director says that salaries are the only costs which are fixed for a certain period of time. Everything else is subject to change anytime because of forces outside the library. For example, the library had a contract with a cleaning service (supplier of cleaning materials). The library was bound to honor the contact until July 1, 1979, but the cleaning service could raise its prices anytime during the contract time period

The Director makes budget estimates large enough to accomodate fluctuations in cost of items (e.g., books).

Support from the City

The City Council is responsible for allocations to the library. No one is clearly designated as responsible to inform the City Council about library needs.

The Director of the library is not a resident of Winterset. The Director thinks that the library Board member or staff person assigned to communicate with city officials about the use of tax money for library expenditures should be a resident of Winterset. The Director estimates that the City Council is probably not very aware of library needs, but is aware of library services. Council members trust the Board of Trustees of the library.

The Director does not know who is on the City Council - except that she knows the name of the City Clerk and the fact that he is new within the past one - two years. The Director also volunteered that she does not know the procedures or thoroughness of the City Council.

Communication between the Director and the City Clerk is informal, infrequent, and non-scheduled. They occasionally discuss the library budget.

RECOMMENDATION (Winterset and Truro):

That someone be designated by the Board of Trustees as responsible to present the library budget in person to the City Council at an official meeting of the City Council.

REASON:

Presence at the City Council meeting will give the library representative opportunity to immediately resolve uncertainties or misconceptions about the library by members of the City Council.

The city of Winterset allocated $18,738 from city property taxes to the library in fiscal year '78. This allocation represented 1.0% of the total city budget, and a per capita support of the library of $4.94 based on the 1976 population estimate for the city of Winterset. It should be noted that the city of Winterset was the Urban Primary Service Area of the Winterset Public Library. See page 144 for a definition of U.P.S.A.

Support from the County

Since 1975 Madison County has provided money for library services to persons living in rural areas of the county. Each year since 1975 total county library funds have been divided on the basis of a formula whereby Truro recieved 27%, Earlham 27%, Winterset 44%, and the County retained 2% in case any other town wanted to start a library. That 2% has been carried over by the County as an encumbered amount each year.

The formula for the distribution of County funds was "arbitrary - to get started" with County financial support of public libraries. The formula was part of a contract between the County Board of Supervisors and the Boards of Trustees of the public libraries in the cities of Earlham, Truro, and Winterset.

The contract also provided for annual review by all "parties hereto." Actually, only one such review has occurred - in 1977 or 1978. That was an informal review initiated by the President of the Winterset Board of Trustees, who first talked with representatives of the Earlham and Truro public libraries. Next they met with the Board of Supervisors to seek an overall increase in the total amount of money received from the County. They were successful. The Board of Supervisors authorized an increase in the amount of County funds designated for public libraries. The distribution formula remained the same. It has never been officially reviewed.

RECOMMENDATION (all three libraries):

1. That boards of Trustees and Directors seek a review with the County Board of Supervisors regarding county funding of libraries.

2. That the Boards of Trustees and Directors present each year to the Board of Supervisors a record of library plans and accomplishments.

REASON:

Such communication will increase understanding about each library, and might lead to an increase in county funds - and to the reapportionment of such funds among the libraries.

In fiscal year 1978 Madison County allocated $5128 to the Winterset Public Library Total per capita support from the city and county - based on 1970 population data for the primary service area and fiscal year '78 city and county allocations, was $4.53

Trust Fund

The Trust fund for the Winterset Public Library is called the "Brownell Fund." It was started in 1970 or '71, and enabled the staff to significantly increase the number of acquisitions for the collection. Provisions of the Brownell Fund include the requirement that it be used for purchase of children's books, non-fiction books or periodicals.

In November, 1978 the library received a $15,000 donation from the Kinney-Lindstrom Foundation Inc., which is a trust fund managed in Mason City, Iowa. The gift was to help pay for extensive remodeling and furnishing of the children's area in the basement of the library.

At about the same time the library received $7,437 from the Schwanner-Giffen Fund. The money was to be used as the library chose. Earlier in 1978 the library received $1,500 from the same fund - to be used for purchase of microform equipment. That money has been placed in a savings account pending selection and ordering of the microform equipment.

The Schwanner-Giffen Fund was established by a local person as a memorial fund. It was used chiefly to help handicapped and disadvantaged people. The fund was dispersed at the end of 1978, and the library was among the community agencies which received part of the remaining balance.

The Director has no clearly assigned mission to increase or add to trust funds and endowments. The Director traveled with two Board Members to Mason City in October 1978 to apply for the gift from the Kinney-Lindstrom Foundation, Inc. Regarding the Schwanner-Giffen Fund, two Board members initiated the communication between the library and the Administrator of the fund. Suggestions by the Board members led to letters written by the Director of the library to Administrators of the Schwanner-Giffen Fund. These in turn led to grants for the library.

Fiscal Year 1978

The total library budget for fiscal year 1978 was $39,664. This included $8,400, which was the balance carried forward from the previous year. The President of the Board of Trustees explained that the balance carried forward was intended to be used for the remodeling project. In fact, remodeling had been a long-term goal for about 10 years. Accordingly, balances had been carried forward through those years in an effort to "build a little nest egg," and achieve the remodeling with financing already designated for the library rather than seek special local bonding. As it turned out, the library also received financial support from the Kinney-Lindstrom Foundation in Mason City, Iowa and from the Schwanner-Giffen Fund in Winterset. The combination of balances carried forward and money acquired from trust funds was enough to completely finance the remodeling. The Board of Trustees achieved its goal of remodeling without asking the city for a special bond issue.

In order to learn the cost per circulation of each book, we divided the fiscal year 1978 operating budget ($39,664) of the library by the reported fiscal year 1978 total circulation of books (71,424) at the library. The result - the cost per circulation, was $0.56.

Similarly, in order to learn the cost per hour we divided the total fiscal year 1978 operating budget by the total number of hours (2,340) that the library was open in fiscal year 1978. The result - the cost per hour, was $16.95.

According to the fiscal year 1978 report to the State Library, continuing allocations within the total operating budget of the Winterset Public Library were distributed as follows:

Staff: $\frac{\$11,079}{39,664}$ = 27.9% of total operating budget

Materials (including A-V equipment):

$\frac{\$\ 7,447}{39,664}$ = 18.8% of total operating budget

Maintenance:

$\frac{\$\ 4,018}{39,664}$ = 10.1% of total operating budget

The subtotal of $22,544 amounted to 56.8% of the total operating budget. Thus $17,120 or 43.2% of the budget was available to be spent otherwise.

Minimum Guidelines for Iowa Public Libraries; as adopted by the Iowa Library Association, October 21, 1977, suggested the following percentage allotments for library budgets:

Population	Personnel	Materials	Operating Costs	Other
0-9,999	50-55%	25-30%	7-12%	15%

RECOMMENDATION (all three libraries):

That current budgeting be reviewed in light of the above suggested guidelines.

Book Collection Study: Earlham and Winterset

A book collection study was done at Earlham and Winterset in order to learn the following: (1) the age of each collection; (2) the extent to which each collection was used; and (3) the extent to which newer or older items were used. We defined "use" as follows: at least one circulation within the past five years.

The technique used to study the collections was a systematic shelflist sample. Truro did not have a shelflist.

The adult and juvenile shelflists at Earlham and Winterset were separate. We sampled each. Paperbacks were not catalogued, and therefore not included in the shelflist. This limited our shelflist sample so that it pertained only to hardbacks in each collection.

We wanted to know the preference of users for newer or older books, so we compared the choices actually made to the choices which were potentially available.

It is important to note that we limited our data collection to a potential maximum of one circulation - the most recent, for each item. Naturally some had no reported circulations. We noted that also. The fact that we allowed a maximum of one circulation - the most recent, for each item in the sample prevented us from using the collected data to estimate actual circulation, which would include multiple circulations of individual books. Nevertheless our total of the most recent instance of circulation for all sample items which had an identifiable imprint and also a report of at least one circulation was sufficient to provide a rough estimate of the extent to which the collection was used.

Results

More of the adult and the juvenile collections at Winterset were used than were their counterparts at Earlham. For example - adult: Earlham 221/365 = 60.5% and adult: Winterset 316/400 = 79.0%.

The relatively high rate of use of the Winterset collections was also shown by comparison of the percent of each collection which did not circulate even once in the past five years:

Winterset:	adult - 14.0%,	juvenile - 13.5%
Earlham:	adult - 32.0%,	juvenile - 26.3%

At both libraries the use of newer books (0-10 years) was consistently near their share of the collection. In this context, the point is made that if newer books were available they were used.

The juvenile collection at Winterset has been developed more than the juvenile collection at Earlham. The percent of Winterset's juvenile collection made up of newer books was considerably greater than that of Earlham's. The fact that newer books were used at both libraries pretty much to the extent that they were available in the collections indicated that if more newer juvenile books would be made available at Earlham they too would be used.

Use of older adult hardbacks (11-40 years) was less than their share of the collection - especially at Earlham. However, there was evidence at both libraries of more selectivity in the use of older books. Only ½ the trackable old adult hardbacks at Earlham were used within the past five years, but 3/4 of their counterparts at Winterset were used within the same time period.

At Winterset the use of older adult hardbacks warranted the following:

RECOMMENDATION (Winterset):

That selection and weeding policies continue to be directed toward a balance of older and newer materials.

REASON:

1. The shelflist sample indicated that many borrowers still preferred older books. (This was no suprise to the Librarian.)

2. Action to accommodate those patrons who prefer older books will: (1) be well received by those patrons; and (2) help maintain or increase use of the library.

The Earlham Director may have been correct in saying that users at Earlham preferred paperbacks when available, and old books when available. In fact, it could be that they preferred old paperbacks. However, paperbacks of all ages seemed to be a significant part of total circulation at Earlham - according to the Director and according to calculations based on the shelflist sample and the library's annual report to the State Library:

6815	- reported total adult circulation 77/78
-2366	- estimated total adult hardback circulation
4449	- estimated circulation of uncatalogued adult books

Uncatalogued adult books accounted for 65.3% of total adult circulation. The major component of uncatalogued adult books was a collection of approximately 900 paperbacks. Apparently each paperback circulated an average of five times per year. 4449 ÷ 900 = 4.9. Each cataloged book circulated on the average 0.65 times per year.

In the childrens' collection approximately forty percent of the collection was uncatalogued. This uncatalogued portion was made up of about 28.0% hardbacks and 12.0% paperbacks. Uncatalogued material accounted for 54.9% of the total juvenile circulation. Each catalogued item circulated approximately once per year. Each non-catalogued item circulated twice per year.

One fact seems clear from the above: paperbacks are very popular in Earlham, and are generating a high percentage of total circulation. The Earlham Director, enthusiastic about paperbacks, has built the collection more through gifts than planned purchases because some Board members doubted the wisdom of purchasing paperbacks with the book budget.

RECOMMENDATION (Earlham):

That the paperback collection continue to be developed and that the Board consider adopting a policy affirming the legitimacy of such materials. (The fact that the books are uncatalogued is not a source of concern. Cataloguing is merely an access tool. Patrons are already gaining access to the paperbacks quite readily - as shown by circulation figures. Cataloguing the books and attempting to maintain them in shelflist order would appreciably increase costs and probably not increase circulation.)

REASON:

Such a response to the patrons' demonstrated preference for paperbacks will: (1) be well received by the patrons; and (2) lead to increased use of the library.

SHELFLIST SAMPLE

Winterset: Adult

Within each age group - as a percent of the sample.

AGE	BOOKS	USE*
0-10 yrs	120/400= 30.0%	116/400= 29.0%
11-20	109/400= 27.25	94/400= 23.5
21-30	65/400= 16.25	54/400= 13.5
31-40	33/400= 8.25	19/400= 4.8
41-50	19/400= 4.8	14/400= 3.5
51-60	7/400= 1.8	7/400= 1.8
61-70	7/400= 1.8	5/400= 1.3
71-80	10/400= 2.5	6/400= 1.5
81-90	1/400= 0.3	- -
91-100	1/400= 0.3	- -
TOTAL	372/400= 93.0%	315/400= 78.8%

*Use = at least one recorded circulation within the past five years.

SHELFLIST SAMPLE

Winterset: Juvenile

Within each age group - as a percent of the sample.

AGE	BOOKS	USE*
0-10 yrs	99/400= 24.8 %	91/400= 22.8%
11-20	106/400= 26.5	99/400= 24.8
21-30	107/400= 26.8	80/400= 20.0
31-40	24/400= 6.0	16/400= 4.0
41-50	15/400= 3.8	12/400= 3.0
51-60	- -	- -
61-70	2/400= 0.5	2/400= 0.5
71-80	1/400= 0.3	1/400= 0.3
81-90	2/400= 0.5	1/400= 0.3
91-100	- -	- -
TOTAL	356/400= 89.0%	302/400= 75.5%

*Use = at least one recorded circulation within the past five years.

SHELFLIST SAMPLE

Earlham: Adult

Within each age group - as a percent of the sample.

AGE	BOOKS	USE*
0-10 yrs	76/365= 20.8%	72/365= 19.7%
11-20	63/365= 17.3	41/365= 11.2
21-30	86/365= 23.6	45/365= 12.3
31-40	50/365= 13.7	30/365= 8.2
41-50	18/365= 4.9	13/365= 3.6
51-60	20/365= 5.5	9/365= 2.5
61-70	11/365= 3.0	6/365= 1.6
71-80	10/365= 2.7	3/365= 0.8
81-90	2/365= 0.5	1/365= 0.3
91-100	2/365= 0.5	1/365= 0.3
TOTAL	338/365= 92.6%	221/365= 60.6%

*Use = at least one recorded circulation within the past five years.

SHELFLIST SAMPLE

Earlham: Juvenile

Within each age group - as a percent of the sample.

AGE	BOOKS	USE*
0-10 yrs	9/133= 6.8%	8/133= 6.0%
11-20	50/133= 37.6	42/133= 31.6
21-30	48/133= 36.1	30/133= 22.6
31-40	11/133= 8.3	6/133= 4.5
41-50	3/133= 2.3	3/133= 2.3
51-60	1/133= 0.8	- -
61-70	4/133= 3.0	2/133= 1.5
71-80	- -	- -
81-90	- -	- -
91-100	- -	- -
TOTAL	126/133= 94.7%	91/133= 68.4%

*Use = at least one recorded circulation within the past five years.

Non-fiction

The adult collection at both libraries consisted of 56-59% fiction and 42-44% non-fiction.

Both libraries utilized the Dewey Decimal Classification (DDC) Scheme for non-fiction materials.

Both libraries contained a high percent of adult non-fiction materials in the 900 class (General Geography and History). The figures were: Winterset 38.2% in the 900 class; Earlham 42.1% in the 900 class. The emphasis on history and genealogy correlated well with the county-wide interest in those topics.

Both libraries contained a small percent of adult non-fiction materials in the 600 class (which includes Agriculture). The slight emphasis on agriculture helped explain the fact that not many farmers used either library during the user study. Perhaps collection development in areas pertinent to their vocation would attract more farmers to the library.

SHELFLIST SAMPLE

Winterset: Adult

Non-Fiction

Dewey Decimal Classification Scheme	Percent of Non-Fiction
Class	Total
000 = Generalities	4.7%
100 = Philosophy and related disciplines	-
200 = Religion	7.2
300 = The Social Sciences	11.8
400 = Language	0.7
500 = Pure Sciences	5.7
600 = Technology	0.7
700 = The Arts	12.4
800 = Literature	12.5
900 = General Geography and History	38.2
TOTAL	100.0%
Harvard Classics	6.2%

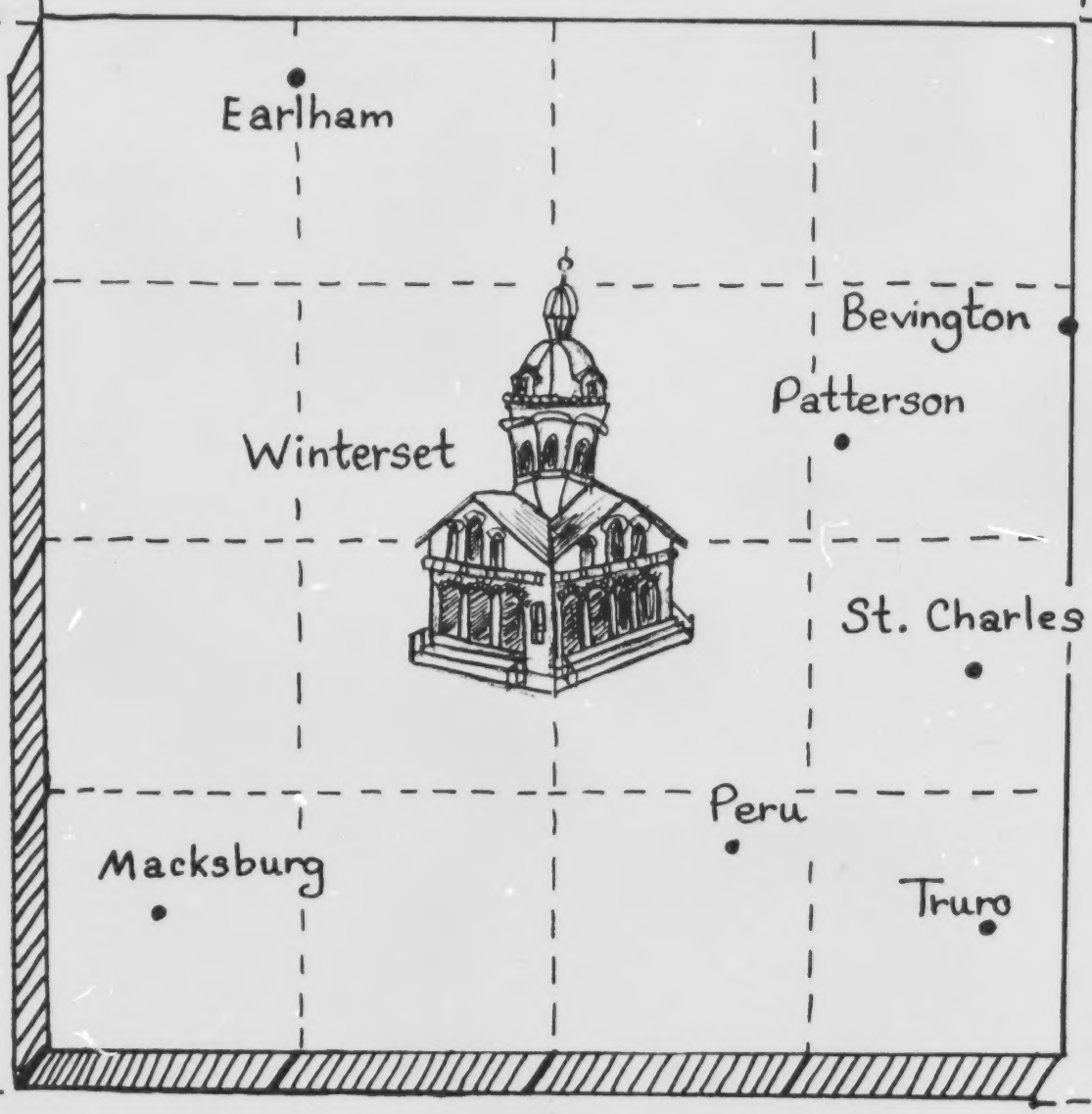
SHELFLIST SAMPLE

Earlham: Adult

Non-Fiction

Dewey Decimal Classification Scheme	Percent of Non-Fiction
Class	Total
000 = Generalities	4.0%
100 = Philosophy and related disciplines	2.7
200 = Religion	8.5
300 = The Social Sciences	7.0
400 = Language	0.3
500 = Pure Sciences	2.7
600 = Technology	8.8
700 = The Arts	9.0
800 = Literature	15.0
900 = General Geography and History	42.1
TOTAL	100.0%

THE COMMUNITIES OF



MADISON COUNTY

Introduction

The study of Madison County communities which follows was based on the belief that knowledge about selected aspects of a community could be pertinent to decision-making about library services in that community.

Population trends, construction trends, and general economic activity (types of businesses and their expansion or decline) may be helpful in deciding: (1) whether the populace can or will support library services at the same level; (2) whether the library should consider additional services - such as branch libraries or a mobile library; (3) subject areas for collection development; or (4) agencies to contact regarding potential library service.

The history of the local area, and the extent to which the populace is interested in it, provide clues to collection development regarding the local area.

Traffic routes and traffic patterns indicate barriers which prevent access to the library, and suggest alternatives which might overcome the barriers. For example, library hours could be adjusted, or book drops could be installed in shopping places most used by local people. At Truro that would probably be the Cooperative Grocery Store.

Library personnel could utilize means of communication popular in the local area in order to more effectively get library messages to the general public or to specially targeted audiences. For example, all three libraries could cooperatively utilize WHO radio from Des Moines to publicize library services to farmers in Madison County. Also, Librarians might visit congregate meal sites, give a brief talk about library services, offer some materials for immediate check-out, and spend time talking with and listening to the senior citizens.

Recreation patterns indicate subject areas for collection development, and agencies or groups with which the library could cooperatively program activities which pertain to identified recreational interests and also to the library. Popular recreational interests in Madison County include softball, tennis, and girls basketball.

General knowledge of the population served by the library gives the staff some idea of when library services are likely to be used. For example, during the Fall harvest farmers are probably too busy to use the library. However, during the winter they might have discretionary time available, and thus be more able to use the library. The library staff can consider such factors when planning programs, services and public relations efforts directed toward farmers.

Madison County

Madison County was established January 13, 1846 and named after James Madison, the fourth president of the United States. Many early settlers were from the New England states. The county seat, Winterset, was incorporated in April 1857. The other seven cities were incorporated as follows: Earlham in 1870; Macksburg in 1876; St. Charles in 1876; Patterson in 1877; Peru in 1898; Truro in 1902; and Bevington in 1915. There were also seven small towns which did not prosper, and ceased to exist.

Grist mills and saw mills were constructed to supply meal and lumber to the people of Madison County. From 1848 to 1866 at least 21 mills were built along the rivers of Madison County. "The usual death knell of these pioneer mills was the big floods that would sweep down these narrow valleys." *

Current Madison County forest products consist mainly of walnut logs shipped out of the county to be processed into furniture.

Plentiful supplies of limestone were used by early settlers in Madison County to construct sturdy houses, many of which are still in use more than 100 years later. For a time Winterset was referred to as "Rock City" because so many of its houses were constructed of limestone. The limestone industry has since become big business in Madison County. It is also a source of controversy because the county receives no "severance" tax for limestone shipped outside the county, and because the agricultural land from which limestone is taken subsequently becomes evaluated for taxes at a lower rate - despite efforts to reclaim the land for agricultural purposes.

Agriculture is now the predominant industry of Madison County. This industry is diversified because of the topography of the county. The chief agricultural products are cattle, hogs, and corn and soybeans.

In 1870 the Madison County Board of Supervisors adopted new rules for construction of county bridges, and included a provision that all bridges be covered in order to increase their permanency. Seven covered bridges have been preserved. In 1970 the county hosted its first annual Covered Bridge Festival in order "to restore the covered bridges and to present Madison County as a great place to visit and live." The festival idea began with awareness that the covered bridges attracted thousands of visitors each year, and evolved into realization that the county had a treasury of history and heritage. Each year the Covered Bridge Festival attracts 20,000-30,000 visitors during the weekend. As further evidence that the people of Madison County place a high value on their history and heritage, plans are under way to construct a historical museum of Madison County in Winterset, and to utilize part of the WRC Hall in Macksburg as a historical museum of the Macksburg area. Earlham already has a historical museum. Also, Madison County currently has 11 listings on the Historical Register.

Population Trends in Madison County, 1960-1970

Madison County was something of an anomaly - being the least populated county in the Central Iowa Library Region, which was the most populous library region in the state.

* Lloyd H. Smith, comp., Scenic Madison County, Iowa: Historical Significance (Winterset, Iowa: Madison County Historical Society, 1961), p.44.

The population of Madison County decreased by 6.0% from 1960 to 1970. The 1970 population total was 11,558. The population also shifted slightly from rural to urban. The rural population declined from 53.88% to 48.75% of the total county population. The urban population increased by 253, from 46.12% to 51.25% of the total county population.

Rural, 1960-1970

Fifteen of the sixteen rural townships lost population - a total of 1014. One township gained population - a total of 24. The difference, 990, was the net loss of rural population in the county.

Population declined in all four quadrants of rural townships in the county. The pattern of decline in rural population was somewhat varied. Townships in the northeast quadrant of the county showed the smallest percent of county-wide rural decline. The northeast quadrant also included the only rural township which recorded an increase of population between 1960-1970. The southwest quadrant showed the next smallest percent of county-wide rural decline. It should be pointed out that both the northeast and southwest quadrants had fewer people to begin with in 1960 than did the remaining quadrants of the county. The townships most populated in 1960 remained so in 1970, despite the fact that each had lost a considerable part of its population. The townships were Penn; Douglas; South; Scott; and Lincoln. They remained relatively more populated because most of the other townships also lost significant portions of their population. In 1970 the population was more evenly distributed among the four quadrants of townships. The northeast and southwest quadrants had slightly more of the rural population than in 1960. The northwest and southeast quadrants had slightly less of the rural population than in 1960. Despite the narrowing of differences in population since 1960, in 1970 the northeast and southwest quadrants still had less of the rural population than did the northwest and southeast quadrants.

Urban, 1960-1970

Six of the eight incorporated cities gained population, a total of 322. Two of the eight incorporated cities lost population - a total of 69. The difference, 253, was the net gain of urban population in the county. Two incorporated cities accounted for most of the increase in the urban population of Madison County. Both cities were located on the border of Madison County near an interstate highway which provided easy access to or from Des Moines. The population of Earlham, on the northern border, gained 186 (23.6%) which amounted to 57.8% of the increase reported by six cities. The population of St. Charles, on the eastern border, gained by 88 (24.8%) which amounted to 27.3% of the increase reported by six cities. Thus 85.1% of the urban increase was attributable to the cities of Earlham and St.Charles.

The two cities which declined in population were Patterson and Macksburg. Patterson, near the eastern border, lost 37 (23.6%) of its population. Macksburg, in the southwest courner of the county, lost 32 (18.4%) of its population.

Age Groups, 1960-1970

For many years Iowa has had one of the oldest populations of any state in the nation. In 1960 people age 65 and over constituted 11.9% of Iowa's population, which was more than the comparable figure for any other state. Florida and Arkansas ranked second and third respectively. In 1970, Iowa had 12.4% age 65 and over - second in the nation. Florida was first and Arkansas third.

In 1960 and 1970 the per cent of Madison County's population age 65 and over was higher than the very high state wide percentage. In 1970 17% of the Madison County population was 65 and over. This factor is of major significance in library service planning. People 65 and over tended to be in cities more than in rural areas of Madison County. Of all age 65 and over in the entire county, 65.90% lived in cities. The concentration of people age 65 and over in cities was greater than the comparable figure for all age groups, of which 51.25% lived in cities.

Cities with more people of all age groups tended also to have a greater share of the county population age 65 and over. However, some less populous cities had a greater share of their own population who were 65 and over. For example, Winterset, the most populous city in the county, had 31.6% of the total county population, and 43.56% of the county's population age 65 and over. Also, 23.39% of Winterset's own population was in the 65 and over age group. Macksburg, one of the least populous cities in the county, had 1.23% of the total county population, and 2.45% of the county's population age 65 and over. However, 33.80% of Macksburg's own population was in the 65 and over age group.

In 1970 three cities, Winterset, Earlham, and St. Charles had 56.78% of the county's 65 and over population. The rest of those 65 and over were almost evenly distributed throughout the remaining cities and townships.

Change Since 1970

According to the Bureau of the Census estimates of population change (between 1970 and 1976); and according to results of more recent special censuses in Patterson, Peru and St. Charles, the county-wide trend continued toward increase of urban population. The cities on the northern and eastern borders generally increased population Earlham (9.8%); St. Charles (7.2%); and Truro (12.8%). Winterset gained by 3.9%.

Macksburg continued its decline - by 2.8%.

However, three cities reversed their previous directions of population change: Patterson increased; Bevington and Peru declined.

During the late 1970's there has been an increase of in-migration to cities and rural areas of Madison County by people from the metropolitan area of Des Moines. Most of these people continued to work in Des Moines. An article by Arnold Garson in the Des Moines Sunday Register on February 18, 1979 focused on this trend, specifically in the rural area of Madison County. According to the article, Madison County was unique among Iowa's 99 counties in that 1/3 of the Madison County farmland sold during 1977 and 1978 went to non-farmers - 2/3 of whom were residents of Des Moines. Statewide during the same time period 90% of the farmland sold went to

working farmers. Obviously there was something about Madison County farmland which attracted non-farmers from Des Moines. The article suggested that non-farm residents of Des Moines purchased Madison County farmland - and took up residence on their newly acquired Madison County land for the following reasons: (1) Madison County was close to Des Moines; (2) Madison County farmland was cheaper, on the average, than the farmland in any other county which bordered Polk County; and (3) Madison County was a picturesque place (timberland, ponds, covered bridges and wildlife) of diversion or escape from the confinements of city life.

In-migration to the cities of Madison County occurred most noticeably on the northern and eastern borders of the county where interstate highways provided easy access to or from Des Moines.

Age Groups Since 1970

The Bureau of the Census estimated that in 1977 people age 65 and over constituted 13.0% of Iowa's population - third in the nation behind Florida (17.1%) and Arkansas (13.3%).

Similar recent estimates were not available for Madison County. However, it is likely that Madison County still has proportionately more of its population 65 and over than is comparable for the State of Iowa, which has one of the oldest populations in the nation.

Bevington

Bevington is a very small town located on nearly level ground in Crawford Township in the east northeast part of Madison County. The town is intersected north/south by the border of Madison County and Warren County. Most Bevington residents live in the west (Madison County) part of town.

Bevington lacks most kinds of institutions or commercial establishments. For example, it has no church, school, bank or hotel. However, it does have a gas station (which includes a garage, wrecker service, General Store and Post Office), another gas station across the street, and a tavern.

Houses are generally old and of wooden frame construction. There are a few mobile homes in town.

The pace of activity seemed slow in Bevington during a visit and community walkaround with the mayor on Saturday 10-29-78. According to the mayor, the decline of commercial activity through the years had contributed to "the preservation of the quality of life of a small town - quiet, slow, safe from fast auto traffic." Also - "kids can safely play in the neighborhood."

The number of residents of Bevington remained fairly constant the past 20 years. Total population in 1970 was 54 (47 in the Madison County part of town), which represented a decline of 1.8% (an increase of 2.2% in the Madison County part of town) since 1960. Estimated total population in 1976 was 53 (46 in Madison County section of town) which represented a decline of 1.8% (2.1% in the Madison County part of town).

The residential area is mostly on the north side of State Highway 92. Low cost housing and space for mobile homes have attracted new residents in recent years. Most of these newcomers are age 40 or younger, and are laborers who work in Des Moines.

The town of Bevington was founded in 1872 and incorporated in 1915. It was named after a businessman in Winterset who owned the land.

Bevington was located between Irish settlements four miles north and German settlements south to St. Marys. Nationalities of early Bevington residents included German, Swedish, and Irish. The Methodist Church (torn down in 1940 or so) was the only church ever built in Bevington.

The establishment of railroad service (Rock Island Railroad) through town in 1880-1900 led to the most prosperous years (1910-1915) of Bevington. The population reached approximately 100 and the town had a variety of active businesses (e.g., livery stables, lumber yards, cattle buyers and a physician). There was even a Hotel Cody run by a woman who was first cousin to Bill Cody.

The decline of railroad service contributed to the decline of business activity and other activities as well. For example, the Bank closed in 1930 or 31, the Hotel Cody in 1931 or 32, the railroad depot in 1940, the school in 1941, and the Methodist Church was moved to Martensdale in 1940 or so.

Lingering impacts from the loss of railroad service were described by the Mayor on 10-29-78. He said that on the negative side the loss of tax dollars and business dollars meant the loss of dollars to support schools and other services. On the positive side, the decline of commercial activity contributed to preservation of the quality of life of a small town.

Traffic routes: State Highway 92 (east/west through Bevington) provides access to Winterset (13 miles west), to I-35 (½ mile east), and Indianola (13 miles east). I-35 (½ mile east of Bevington) provides access to Des Moines, 18 miles north of Bevington. A gravel road heads north and south from the intersection with State Highway 92 in town.

Traffic patterns: Residents of Bevington leave town for almost all shopping. About as many go to Winterset as to Indianola for groceries, clothes, or other products. Also, many go to Des Moines for the convenience of stores open weekends and nights. Traffic regularly moves through Bevington along State Highway 92. This includes Madison County residents commuting to and from Des Moines. A daily commuter bus service began on 5-14-79. The Brothers Bus Co. of Indianola provided the service, which included stops at Bevington, Patterson, and Winterset in Madison County, and a trip to and from Des Moines. The commuter bus service could increase business at the Conoco Oil Station and the Cafe in Bevington because some people might park their cars nearby and meet the bus at Bevington.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Bevington changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$173,731	-
1978	269,870	+55.3%

Bevington is well served by radio, television and newspapers from Des Moines. The Des Moines Register and Tribune is especially popular.

Newspapers from Winterset (The Madisonian) and Indianola (two weekly) are also popular in Bevington - as are the Shoppers from those towns.

Informal communication occurs regularly at the Conoco Oil Station and the Cafe at the Skelly Station. Neighboring (visiting back and forth at neighbors' homes) has declined through the years. "T.V. has changed the way people live."

The town has only one organized group - The Bevington Garden Club -(since 1920 or so), which usually consists entirely of women. There is no church or school in town.

Written informal communication (bulletin boards, posters, etc.) is displayed at the Conoco Oil Station and the Cafe.

The mayor indicated on 10-29-78 that Bevington definitely retains a sense of "community" despite losses through the years. For example, residents help neighbors in time of need, and close ranks against "outsiders" if they "cause trouble." Otherwise, "outsider" are welcome.

The only active forms of recreation/entertainment which were mentioned during an interview with the mayor on 10-29-78 were the following: dining, dancing, and

skating. The only passive form of recreation/entertainment mentioned was attendance at movies.

Reportedly, people over age 30 go to Des Moines for their recreation/entertainment - as they do for their employment.

Bevington has no recreation/entertainment facilities.

One possible result of continued travel elsewhere for recreation/entertainment (as well as for employment) is a lessening of community ties within the town of Bevington. For example, people could spend less time visiting with one another, and begin to lose interest in and concern for their neighbors and town.

The mayor commented that he thought most people in Bevington who used a public library went to Winterset.

He said that in his opinion, a bookmobile would be preferable to either an increase in the number of hours that the Winterset Public Library is open, or to mail-a-book. "People like to use the library themselves." He suggested establishment of a regularly scheduled bookmobile stop in Bevington. "Also could teach Macrame or something. I bet they would use it." Presently Bevington does not contract with Winterset for library services.

Earlham

Earlham is a rural town located in Madison and Penn townships in north-northwestern Madison County. Its population - about 1000, is second in size within Madison County only to Winterset, the county seat. Earlham is on nearly level and gently sloping ground.

Residential areas feature many new and fairly new houses. The newest housing is at the east end of town, and second-newest housing is at the west end of town. However, construction of a Senior Citizens Housing Project (24-36 apartments) - is scheduled to begin in Spring, 1980. Streets are paved to all new houses. Mobile homes are located in the west and northwest parts of town. Maintenance and upkeep are generally good throughout town.

Some old buildings in town have been converted from one use to another. For example, the old school house - a two-story stone building, has had a brick addition of two stories, and is now used as the meeting place of the Masonic Lodge.

Earlham has four churches (Friends, Presbyterian, Methodist, and Church of Christ) and its own independent school district. The school house is an old brick building built in 1920-21. Temporary classrooms have been erected on the school grounds to accommodate the increased enrollment. Bonds passed in December 1978 will finance remodeling of the school and eliminate the need for temporary classrooms. The school is a focus of community interest and local pride.

The number of residents of Earlham has increased substantially in the past 20 years. Total population in 1970 was 974, which represented an increase of 186 (23.6%) since 1960. Estimated total population in 1976 was 1,069, which represented an increase of 95 (9.8%) since 1970. Also a knowledgeable local resident asserted on November 20, 1978 that Earlham's population has been increasing in recent years. Evidence cited was new housing in the east and west parts of town, some of which has been constructed for people who have moved to Earlham from Des Moines.

The Friends Church has been a part of Earlham and the area surrounding Earlham ever since Quakers began to settle the town in 1847. Other denominations currently in Earlham include Presbyterian, United Methodist, and Church of Christ.

The town was incorporated on March 30, 1870. The first school was in a Friends meeting house. The Friends erected another school, called "The Academy", in 1891. Nine years later it was combined with the Earlham High School. During early years of the twentieth century residents of Earlham discussed whether or not they would consolidate their school with those from the surrounding area. The consolidation issue carried in 1917 and, after the intervention of World War I, the Earlham School District school building was dedicated in Earlham in 1921. The town continues to support its independent school district, as shown by passage in December, 1978 of the school bond issue for remodeling and adding on to the old school building.

The first library in Earlham was opened in 1909.

During the early 1900's the Earlham business district was ravaged by fire, which spread more easily because the buildings were constructed of wood. This led to passage of a law requiring that future buildings in the business district be constructed of brick. Thus the current business district has many brick buildings.

Residents of Earlham have a considerable amount of historical orientation. For example, in 1970 they celebrated their town's centennial in an extensively planned three-day affair which drew more than 10,000 people. A document produced for that event has been used as reference for this report. The document is entitled "Early Earlham", and is based on newspaper accounts in the Earlham newspaper through the years. The town also has a small museum (Hackett House) located in a private house and governed by a Board. The historical materials were previously housed in a room in the Masonic Temple across the street to the East.

Traffic routes: State Highway 232 (a paved north/south road) provides access to Interstate 80 (east/west, located 1½ miles north), which in turn provides access to Des Moines (28 miles east-northeast of Earlham). County Road P57 (a paved north/south road) provides access to Winterset (18 miles southeast of Earlham).

Traffic patterns: Residents shop in Des Moines and in Earlham. Public transportation is almost non-existent. This affects old people more than any other group. The Multi-Purpose Center in Winterset provides some bus service from Earlham to Des Moines in the morning and back to Earlham in the evening. In the past, the Rock Island RR provided transportation.

The library is in an excellent location for accessibility considering its proximity to popular traffic routes. It is alongside the main thoroughfare (State Highway 232), known in town as Chestnut Street, and is in the heart of the business district.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Earlham changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$ 4,752,340	-
1978	11,009,920	+131.7%

Financial services are provided by the Earlham Savings Bank ("the oldest Bank in Madison County").

Institutions of business are generally expanding or maintaining status quo. The Farmers Coop Elevator, the major commercial enterprise in the town, has been purchasing more land and expanding during the past five years. The hardware store was recently purchased by two new owners, who have been making improvements at the store. A drugstore opened within the past year - as a branch of Montross Drugstore in Winterset. A new insurance agency opened (the town now has two). The town has a law firm, two grocery stores, two filling stations, a Ford dealership, and a variety of other businesses.

Despite the number and variety of local business establishments, a considerable portion of the town's labor force is employed outside the town - in Des Moines.

Earlham is well-served by radio, television and newspapers from Des Moines. WHO radio and television are especially popular for farm news and markets. KCCI and KDIN are also popular.

Other popular radio stations include Perry (KDLS) especially for the noon news, and Shenandoah (KMA). WOI television from Ames is also received in Earlham.

Other popular newspapers include the Earlham Echo, the Winterset Madisonian, and the Dallas County News (published in Adel). Also received in town are the Wall Street Journal and the Kiplinger Letter indicating interest in national and international events.

Informal communication occurs in a variety of manners and places. Word of mouth communication occurs regularly at church services, the Harris House Restaurant (coffee and talk) and the drugstore. Also, "neighboring" lingers on as a means of communication and recreation/entertainment - e.g., Bridge Clubs.

Written informal communication occurs regularly through use of Bulletin Boards at the churches, the Post Office, the Harris House, and the Laundromat. Also, merchants allow posters, etc., to be placed in windows of stores or elsewhere inside the stores. Most churches publish monthly letters.

Forms of active recreation/entertainment popular among residents of Earlham include the following: school sports (e.g., football, baseball, basketball), swimming, tennis, Little League (Babe Ruth) baseball, Adult Education classes, community theatre (in Winterset), Women's Federated Clubs, Masonic Lodge and other group activities.

Facilities available in Earlham for active recreation/entertainment are as follows: High School gymnasium and football field for school sports; tennis courts north of the Masonic Temple; High School classrooms for Adult Education classes; and a Municipal swimming pool for swimming.

Forms of passive recreation/entertainment popular among residents of Earlham include the following: Spectator sports at school, entertainment (e.g., Musicals) at school, study clubs, reading, and TV in Earlham and entertainment (e.g., civic music or community theatre) in Des Moines.

Facilities available in Earlham for passive recreation/entertainment include the following; High School gymnasium and football field for spectator sports, High School Auditorium for entertainment, Public Library (and personal resources) for reading materials; and personal resources for TV.

Macksburg

Macksburg is a small town located on a hill in Grand River Township in the southwest corner of Madison County. The location is on the exact divide constituting a watershed between the Mississippi and Missouri rivers.

Most public and private buildings are more than 40 years old. Some brick buildings in the business area are empty. Most private residences are of wooden frame construction. The largest identifiable neighborhoods are east and south of the main square, and west and north of the main square.

The number of residents of Macksburg has decreased during the past 30 years. Total population in 1970 was 142, which represented a loss of 113 (44.3%) since 1940, and a loss of 32 (8.4%) since 1960. Total population in 1976 was estimated to be 138, a loss of 4 (2.8%) since 1970.

The founding father, Dr. Joseph H. Mack, has a lingering effect on community mores. Methodist church activities are frequent, and the community still does not have a tavern (saloon), although the cafe recently obtained a license to sell beer.

The failure of the railroad in 1918 or 1919, combined with the loss of employment and business opportunities, contributed to a smaller population, fewer businesses, and a slower pace of economic activity and life in general.

The Baptist Church declined in Macksburg because most members died or otherwise left town. The remaining members tore down the building, and began to attend Church in Lorimor.

The historical orientation typical of Madison County is exemplified in Macksburg by plans to use the upstairs portion of the WRC Hall as a Historical Museum of the Macksburg area.

Traffic routes: County Road G61 (a paved east/west road) provides access to U.S. Highway 169 which in turn provides access to Winterset 17 miles northeast of Macksburg. County Road P53 (a gravel north/south road, provides access to Union County Road H17, (a paved east/west road), which in turn provides access to Creston, 21 miles southwest of Macksburg.

Traffic patterns: Macksburg residents age 60 and over have access to transportation in the form of a minibus provided by the Multi-Purpose Center in Winterset on Monday of each week. The service enables users to participate in Congregate Meals in Winterset, and do some shopping. About five people regularly use the minibus. This minibus could possibly be used for library service. See page 138.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Macksburg changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$ 662,651	-
1978	1,205,640	+81.9%

Financial services are provided by the Union State Bank, which is a branch office of the bank in Winterset.

Commercial activity has diversified through the years to include self-employed artisans and trades people. Even so, the local economy is still based on agriculture. Economic vitality has not been enough to halt the decline of population since 1940.

Macksburg has a grocery store. Local residents also go to Creston and Winterset for shopping.

Macksburg is well-served by radio, television and newspapers from Des Moines. Radio station WHO is especially popular.

The Winterset Madisonian is the most widely read newspaper in Macksburg. Other newspapers published near Macksburg, and fairly popular in town, include The News Advertiser Gazette (5 days a week) from Creston in Union county, and The Free Press (weekly) from Greenfield in Adair County.

Informal communication occurs regularly in at least three meeting places in town. Various types of groups meet frequently, thus providing excellent opportunity for continuing exchange of information about local or world-wide events.

Public places used most frequently for group meetings (and thus for informal communication) include the Women's Relief Corps (WRC) Hall, the United Methodist Church, and Odd Fellows Hall.

A resident interviewed commented that people in Macksburg "still neighbor a considerable amount."

Group interaction is very popular in Macksburg. Accordingly, local residents get much of their recreation/entertainment through attendance at group meetings.

The Winterset Lion's Club meets regularly in the United Methodist Church at Macksburg, and has a supper served there by residents of Macksburg. It is described as an enjoyable experience which keeps the Winterset people coming back to Macksburg.

One resident of Macksburg has suggested that mobile library service would be welcomed and used by townspeople and nearby rural dwellers.

Patterson

Patterson is located amidst moderately sloped hills and the Middle River bottom lands in Crawford Township in east central Madison County. The town is bordered on the north and east by State Highway 92 (east/west).

The portions of the incorporated area which have the most occupied residences are the central, western and northern sections, which are located on hillsides. The portions of the incorporated area with the fewest occupied residences are the east and southeastern sectors, which are located in the Middle River bottom lands - a flood hazard area.

Most buildings are private residences of wooden frame construction and more than 40 years old. A mobile home trailer park consisting of 14 or more mobile homes has been developed since 1970 in the north central portion of town. The availability of low cost housing within reasonable driving distance from Des Moines has drawn young families to Patterson. Their presence has increased the proportion of younger people in Patterson, but people age 45 and over are still a large percentage of Patterson's 1978 total population of 160.

The number of residents of Patterson has increased in recent years after a decline during most of the past 20 years. Total population in 1970 was 120 which represented a loss of 37 (23.6%) since 1960. Total population in 1978 was 160, an increase of 40 (33.3%) since 1970.

Patterson, incorporated in 1877, used to be a thriving community with many businesses present throughout the town. However, after several damaging fires, the advent of cheap, dependable transportation, and the abandonment of the railroad in 1958, business activity declined.

Traffic routes: State Highway 92 (east/west) provides access to Winterset (8 miles west) and to Interstate 35 (5 miles east), which in turn provides access to Des Moines (25 miles northeast of Patterson).

Traffic patterns: Most traffic is through Patterson to Winterset. Some goes to Des Moines. Farmers go to Patterson for storage of grain.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Patterson changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$339,793	-
1978	652,980	+131.7%

Most jobs are farm related. One of the two businesses is a grain elevator.

Some factors which detract from Patterson's "community" identity are as follows: (1) Most of the labor force residing in Patterson actually works either in Winterset or Des Moines; and (2) consumer shopping by Patterson residents is done mostly in Winterset or Des Moines.

There is some difference in attitude between the older and younger age groups regarding future expansion of Patterson. Old people (many of whom are on Social Security) are generally hesitant while the young are eager to promote growth of the town in order to increase property values and gain companionship with others their own age. The controversy itself is likely to spur more involvement in city politics. The city of Patterson, largely through the efforts of its active and dedicated mayor, has submitted a request for Federal assistance to construct a sewage treatment plant. Approval seems likely - eventually. Construction of such a community service will facilitate expansion of the city despite objection by some residents.

Patterson is well served by radio, television and newspapers from Des Moines. Farm news on radio station WHO is especially popular.

The Madison County newspaper, The Winterset Madisonian, is not widely read in Patterson, according to the Mayor, "because the paper lacks constructive comment about community issues. Instead it has only social stuff."

A local publication (Newsletter), written and published once per month by the mayor with assistance from volunteers, failed because of lack of facilities and time, and also because of high costs.

Informal communication is limited because of the absence of a popular gathering place ("no meeting place - no hub") in Patterson, and so occurs chiefly through "neighboring" (visits at private residences) or occasionally in passing at the Post Office.

Lack of recreation/entertainment facilities in Patterson causes residents to go elsewhere for most forms of active or passive recreation/entertainment, and might detract from the sense of "community" felt by residents of Patterson.

The Comprehensive Plan of Patterson includes proposed facilities for various forms of active and passive recreation. The implementation schedule for development of these facilities provides at best for gradual development over five or more years.

The few active groups in Patterson include the following: (1) Church (Methodist) groups composed mostly of women; (2) a social group (the "No Club") of women - ongoing for 15 years or so ("by invitation only"); and (3) a fraternal group (Lion's Club) which is barely active.

It is worthy of note that in past years the following groups failed because of lack of interest and participation: 4-H, Boy Scouts, and Girl Scouts.

Library service pattern most appropriate to the community: The mayor suggested that mobile library service would be welcomed by residents of Patterson because "transportation is a problem" for some of them. The mayor said that the "transportation problem" is the fact that some people continue to not take advantage of the bus service provided by the Multi-Purpose Center in Winterset. thus, mobile library service

seemed to be the alternative to status quo - unless Patterson's elderly would begin to use bus service to get to Winterset and use the public library. Also, he said that he was personally interested in such a project.

The Comprehensive Plan for Patterson includes a recommendation that the city acquire the school site in Patterson "for use as a city hall, meeting place and library."

The mayor downplayed the likelihood of using the school building as a library or as a city hall because the building was too expensive to maintain. Instead he suggested that a library could be included in the planned city hall which would be constructed on North Sixth Street (currently a corn field). However, he also stated forthrightly that he thought that Patterson did not have enough traffic to justify creation of a library in Patterson.

The mayor also expressed his belief that too much emphasis nationwide has been placed on sports. He said that on a local level, in Patterson, "Sports was the only thing that held 4-H together." He saw the need for more broad well-rounded programs for kids, e.g., arts and crafts. Along this line he praised the Multi-Purpose Center Summer Program for kids age 8-14. The program has existed the past two years, and includes instruction programs and field trips.

Peru

Peru is a small residential town located amidst valleys and hills in Walnut Township in south southeastern Madison County. The town is intersected by the paved County Road G68 (northwest/southeast), and by the Chicago and Northwestern Railroad tracks (northeast/southwest). A tributary of Clanton Creek follows a meandering course (northwest/southeast) through town.

Most of the residential area of town is north of the County Road on a hillside facing south near fertile bottom land. The County Road at the base of the hill separates the hillside residential area from the bottom lands which include the deteriorated business section, the railroad tracks, a small cluster of residences, and Clanton Creek.

Most houses in town are old, of wooden frame construction, and fairly well maintained. New houses are rare.

The downtown business section now includes only a Post Office (once used as a bank), a tavern, a shop for automobile body work, a building used for an automobile repair business, two buildings used for storage, a temporarily closed gas station, an N.F.O office in the old lumber yard building, a Telephone Co. building, and a combined City Hall and Fire Department.

The United Methodist Church is the only church in Peru, and is located in the west section of town a block west of the deteriorated business district and just north of the railroad tracks.

Peru is a "bedroom community" with workers who commute to Des Moines and Winterset. Most commercial enterprises in Peru - including the depot, banks, and implement store, lumberyard and groceries, are no longer open for business. Therefore, Peru has little or no industrial base to attract workers and support a self-sufficient local economy.

The number of residents in Peru has declined in recent years. Total population in 1970 was 184, which represented an increase of 11 (6.4%) since 1960. Total population in November 1977 was 168, which represented a loss of 16 (8.7%) since 1970. However, knowledgeable local residents asserted on October 28, 1978 that Peru's population decline stopped in 1972 or 73. During that year or two a change occurred in both the population decline/growth and in the population composition. Some older residents moved to Winterset, and then younger families began moving to Peru because of the availability of cheaper housing. Supposedly during the years from 1972/73 till 1977, the total population of Peru showed a net gain of "a handful." Probably more importantly, the composition of the population shifted and included more young married couples with children. Even so, the population seemed to consist mostly of "middle aged and older."

The Methodist Church has been a part of Peru and the area surrounding Peru ever since the town was settled in 1855. Other denominations which have been in Peru through the years include the Adventists, Presbyterian, and the Christian Church. The United Methodist Church, dedicated in 1915, is the only church still being used in town.

"Old" Peru was established in 1855 on higher land west and north of the current location of Peru.

In 1878 the Chicago and Great Western Railroad completed the roadbed through the bottom lands east and south of "Old" Peru. (The tracks are still used, but the RR is now the Chicago and Northwestern Transportation Co.)

During the 1880s residents of "Old" Peru moved to the new town ("East" Peru) in order to be near the railroad tracks. Eventually "Old" Peru became almost deserted. Meanwhile "East" Peru (known eventually as Peru) grew in population and economic activity - dependent on the railroad for transportation.

The years from 1900 until just before World War I were especially prosperous for Peru, which had a depot, lumber yard, stock yard and grain elevator located near the tracks. Many members of the railroad section crew lived in town. Other businesses included two banks, a general store, a drug store, barber shop, restaurant, implement store, produce store, a gas station and garage. The town also had a telephone office, a post office (still operating in Peru), a cobbler shop, a furniture and mortuary business.

However, in later years the decline of the railroad and of business activity led to a decline in population.

In 1957 the railroad depot was closed.

In 1960 the school house (to 8th grade) was torn down.

During the past five years (1972-77), young married couples with children have moved to Peru because of the availability of cheap housing. The resultant increase in the proportion of young people in Peru's population has not provided the town with more businesses. The new young residents work in other towns.

Traffic routes: County Road G68 (a paved northwest/southeast road) provides access to "old 169" (a north/south County Road located five miles west), which in turn provides access to Winterset (12 miles northwest of Peru). Following County Road G68 in the other direction it provides access to Truro (five miles southeast) and to Interstate 35, east of Truro, which in turn provides access to Des Moines - 40 miles northeast of Peru.

Traffic patterns: Most traffic goes through Peru rather than to Peru. Reasons for the traffic include "court house business" in Winterset, "trucking", commuting to jobs, transporting children to school, general shopping needs, access to Doctors, Dentists, Lawyers, and Banking.

The Chicago and Northwestern Railroad averages 22 trains per day. They might stop in Peru, but only to pick up one or more carloads of grain, or to leave cars or fertilizer.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Peru changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$437,781	-
1978	671,650	+53.4%

Financial services must be acquired elsewhere because the town has no bank. Even the branch office has been closed for more than one year.

Institutions of business and government are either still declining or are maintaining status quo. The past diversity of commercial activity in Peru has been reduced so much that only a trace remains. The town now has a combined City Hall and Fire Department, a Post Office, a tavern, an automobile repair business, an N.F.O. office, a Telephone Co. building (constructed in 1957) which has dial switching equipment (Peru was one of the first towns in Madison county to have dial services),and one recently closed gas station. Most of the resident labor force works outside Peru in agriculture related or service occupations in Des Moines or Winterset. The Rock Quarry southwest of town contributes little - neither salaries or taxes, to the local economy.

The following businesses are operated from private residences in Peru: an upholstery shop; a welding shop; and a trucking business (livestock and grain).

The Fire Chief is a paid city employee. The town has two fire trucks, having recently acquired a second fire truck and some clothes for the firemen. All these factors are considered to be evidence of a resurgence of City Government in Peru.

Peru is served by radio, television and newspaper from Des Moines.

Popular radio stations include Shenandoah (KMA), Creston (KSIB), and Indianola (KBAB).

Popular newspapers include the Winterset Madisonian, the Winterset Shopper, Osceola Sentinel, and the Clarke County Advertiser (also published in Osceola). Peru has a local correspondent to the Winterset Madisonian. She writes columns for the paper.

Informal communication occurs verbally at the Post Office, the United Methodist Church, the tavern and at group meetings.

"Neighboring" has continued, though it happens less than in the past. Time pressures have influenced this change. For example, people with more than one job have less time available. People of similar age groups tend to visit back and forth. Also, various people conduct "telephone checks" on isolated folks who live alone.

Active recreation for children includes school sports such as baseball, basketball, swimming, track and field, and tennis - all played in Winterset. Also, in Peru, youngsters play basketball on an outside court, and baseball and frisbee and other sports at a park near the railroad.

Facilities for active recreation in Peru include three parks and in Old Peru a baseball diamond (unused the past 5-6 years).

Passive recreation/entertainment for adults includes movies (at Winterset) and spectator sports (at Winterset), and card groups in Peru.

Facilities for passive recreation are not located in Peru (except for radio and television sets in private residences).

Active recreation/entertainment for children includes the Summer Recreation Program sponsored by Matura (Multi-Purpose Center) and by the city. The program is for children ages 8-12, occurs one time each week for six weeks, and includes instruction in crafts and cooking. Another Summer Recreation Program is sponsored by the Extension Service. It takes place at the Park in Peru (or, during rainstorms, at the City Hall), and includes recreation, crafts, and field trips.

Both the summer programs mentioned above are for a low fee or no fee, according to the income of parents.

St. Charles

St. Charles is a small rural town located on moderately sloping to steep hills in South Township in east-southeastern Madison County.

St. Charles is increasingly a "bedroom community" with many residents who work in Des Moines. Even so, the local economy is surviving - perhaps even thriving considering the size of the town.

To the west of St. Charles about two miles is located the unincorporated settlement of Hanley, which is intersected NE/SW by the Chicago and Northwestern railroad tracks. The railroad line is still active.

The number of residents of St. Charles has increased substantially the past 20 years. Total population in 1970 was 443, which represented an increase of 88 (24.8%) since 1960. Total population in January 1978 was 475 or so, which represented an increase of 32 (7.2%) since 1970. Also, knowledgeable local residents asserted on November 2, 1978 that St. Charles' population was increasing. Evidence cited included a special census in January 1978 - compared to the 1970 Census, and a "big, new subdivision in the southwest part of town," for which 19 new houses were already approved. Five houses were under construction. Most new residents were described as "30 and under, newly married with one child or more." Also, the Senior Citizens Manor added 13 units in 1978, and all were immediately occupied by senior citizens "who sold their homes to young folks." Apparently the composition of the population shifted and included more young married couples with children.

According to a knowledgable local resident, the fact that St. Charles has always passed school bond issues "shows we are both child and education minded."

The Presbyterian Church has been a part of St. Charles and the area surrounding St. Charles since the 1800s. Other Protestant denominations which have been in St. Charles through the years include United Methodist, Disciples of Christ, and Baptist. Since 1972 or 73 the Presbyterian, United Methodist and Disciples of Christ have been merged together to form "St. Charles Parish." The Baptist Church is separate from the St. Charles Parish. Also, Catholics in town attend Catholic Church services in the town of St. Mary's as they have done for many years.

St. Charles was laid out in 1851, and incorporated in 1876.

A tradition of summertime get-togethers began in the 1800s and continues to the present. They were called "Warren/Madison County Picnics" but are now called "St. Charles Old Settlers Reunion" and are two day events held the third weekend each July.

Fires destroyed parts of main street twice during the early 1900s.

Businesses, in number and variety, have declined since the early 1930s.

During the Depression, one bank (owned by J.F. Johnston) stayed open. It is still in St. Charles, but no longer owned by the same family. The Johnston family did much for St. Charles.

A flood in 1947 washed out the Chicago, Burlington and Quincy railroad tracks, and led to termination of train service for St. Charles. Nearby Hanley continues to have service of the Chicago NW railroad, but according to residents of St. Charles, Hanley remains a non-incorporated settlement of two or three extended families.

Traffic routes: State Highway 251 (east/west) provides access to Interstate 35 (north/south) located one mile eastward, which in turn provides access to Des Moines (about 25 miles northeast of St. Charles). County Road R35 (gravel) (north/south) provides acess to Bevington (four miles north of St. Charles). County Road R35 (to be paved during summer '79) provides access to Truro (about nine miles south of St. Charles). County Road G50 (paved) (east/west) provides access to the County Road called "old 169" (north/south) - located 11 miles west, which in turn provides access to Winterset (13 miles west/northwest of St. Charles).

Traffic patterns: Traffic to St. Charles is mostly for shopping at the grocery store or lumber and hardware store - or to use the laundromat. Traffic from St. Charles to Indianola and Winterset is also for grocery shopping. Also, traffic from St. Charles on Sundays to shopping malls in Des Moines is for dry goods merchandise - clothing, and as a use of leisure time.

According to the County Assessor, the total assessed value (100% of the fair and reasonalbe market value) of all taxable real estate within the city limits of St. Charles changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$1,521,043	-
1978	3,494,050	+129.7%

Residents are generally above poverty level, are in the middle income range, and are confident of economic security and prosperity. Land values are described by local residents as higher than those in Truro or St. Mary's. School bond issues "always pass heavily."

Financial services are provided by the Farmers and Merchant State Bank, a branch of a Winterset bank. It is in the same building which housed the bank owned by J.F. Johnston, the only bank which remained open in St.Charles during the depression.

Institutions of business and government are apparently maintaining status quo after years of decline. Businesses include a lumber and hardware store, grocery store, feed store, drug store, restaurant, sheet metal manufacturing company, an antique car restoration business, a laundromat, and a tool and die shop. The town has fire protection services provided through a mutual aid pact with all of Warren County.* Sewer and water services are available. Gas and electricity is provided by Iowa Power and Light Company. Also, Northern Propane Service has an office in St. Charles, but serves the rural residents more than the town.

*St. Charles has a Volunteer Fire Department which in turn belongs to the Warren County Mutual Aid. St. Charles owns five fire trucks. There are 25-30 active firemen. South Township contributes some tax money to St. Charles in return for fire protection throughout South Township.

The resident labor force has both blue collar and white collar workers who work in Des Moines.

St. Charles is well-served by radio, television and newspapers from Des Moines. Radio station WHO is especially popular for news and information.

Other popular radio stations include Omaha (WOW) (popular among kids), and Indianola (KBAB) (country and sports). Also, (KSO) from Des Moines is popular for country music.

Other popular newspapers include the Winterset Madisonian, New Virginia New Virginian, Indianola Record, and the Osceola Sentinel and Tribune. Also, the school newsletter and the church newsletter are widely read in St. Charles.

Informal communication occurs verbally at the restaurant, the drug store, and the feed store. Also, "neighboring" is a popular evening activity among many residents of St. Charles. Group activities such as card clubs (for couples) might also be used for informal communication.

Written informal communication occurs regularly by means of posters at the bank, the drug store, feed store, city hall, laundromat, and grocery store. Also, any store in town may be used anytime for such written informal communication.

Active recreation includes softball (men's and women's), tennis, bicycling, jogging, and football (men's and boy's at the Park on Saturdays). Mixed volleyball, and men's basketball are sponsored by Area 11 Education Agency, and take place at school in St. Charles.

Active recreation for children includes school sports and a summer recreation program.

Facilities for active recreation include the town park which has a tennis court.

Passive recreation includes three or four card clubs for couples, coffee groups (many women), "neighboring" (many people), and trips to Des Moines for movies and dining.

Library services are contracted from Truro. The Presbyterian Church in St.Charles was also used informally as a library until recently. The collection was mostly old books, donated, and some new books donated for kids by women's groups. According to knowledgeable local residents, some people would like to have a formally organized public library in St. Charles.

The school library - in the elementary school in St. Charles, is open during the summer - two days a week. It is also open to adults.

The St. Charles Parish utilizes the "Media Center," a church-run organization for audio-visual materials pertaining to religion. This is year-round, for adult church meetings.

St. Charles residents use the Winterset Public Library more than the Truro Public Library even though St. Charles contracts with the Truro Public Library for library services.

Truro

Truro is a small town located on nearly level and gently sloping ground in Ohio Township in Southeastern Madison County.

Identifiable neighborhoods include new houses (10 or more) in the northern and southern parts of town. Also, there is a new Senior Citizens housing project, three buildings - each occupied to capacity, in the northern part of town. Otherwise, houses in Truro are old wooden frame buildings which are for the most part well-maintained.

Many young married couples from Des Moines have moved to Truro in recent years - mostly because of the availability of low-cost housing. Turnover has been high, as many of these families stayed only a year or so before moving elsewhere. Also, some older, retired couples have been moving to Truro, and apparently staying longer than a year.

The business district is in the center of town along an east-west street, is about one block in length, and consists of brick or concrete buildings - with one exception, Dorman Implement, which is a metal building. The public library is located in the business district and is constructed of concrete block.

The town also has a Volunteer Fire Department. The Fire Station and two engines are located near the business district. The town water supply is pumped northward 2½ miles from South Creek to the town water tower.

The Senior High School building, constructed of red brick in 1915 or so, is at the north end of town across the street to the east and south of the new houses. The old school house was at the south end of town, and was eventually converted into apartments and rented for some years.

During a walk through the town on 11-9-78 it was noticed that people were active and friendly, offering smiles as they greeted a stranger.

The number of residents of Truro has increased somewhat the past 20 years. Total population in 1970 was 359, which represented an increase of 21 (6.2%) since 1960. Total estimated population in 1976 was 405, which represented an increase of 46 (12.8%) since 1970. Also, knowledgeable local residents asserted on 11-9-78 that the total population of Truro was expanding. New residents were said to consist mostly of young married couples (in their late 20's and early 30's) with children. Also, some older, retired couples were moving to town. Low cost housing was one special attraction of Truro.

Ten or more new houses have been counstructed in the northern and southern parts of town.

Settlers began arriving in Ohio Township in 1853. Most came from Ohio, but a few came from Indiana, Pennsylvania, or West Virginia. Also, many came from eastern Iowa.

The Christain Church has been a part of Ohio Township, especially the area near Truro, since 1856. The Methodist Church has also been popular for many years in the Truro area.

The town of Truro was laid out and platted on August 3, 1881, "on the summit of the divide between Clanton Creek and South River, overlooking a most beautiful and fertile farming district on Section 15 near the center of Ohio Township."

"Ego" was the original name given to the town of Truro. "Ego" seemed, perhaps, too egotistical for some. The name was soon changed to Truro. The town was incorporated in 1902.

Transportation has been provided by the Chicago, Burlington and Quincy Railroad (now the Burlington Northern), by truck, bus and private automobile. The railroad was washed out by a flood in 1947.

Commercial activities have included financial services of a bank since 1899; manufacture in the early 1900's of the "Billy Twister" washing machine, corn feed and ground flour; and operation from 1916-1932 of a locally owned light and power company. In 1954 it was noted during a study of Truro that some of its business was gradually being absorbed by larger towns. Truro businessmen tried to cope with the problem by offering a free movie each Saturday night.

Communication patterns have shifted in that "neighboring" has declined and the use of radio, TV and newspapers has increased. In 1954 nearly every home in Truro had a TV set. Also, the school newspaper (the "Flash") included local news and advertisements, and thus partially made up for the lack of a town newspaper.

Recreation/entertainment has included church groups for women, square dancing for both sexes, and checkers, hunting, fishing, and Masonic Lodge for men. Also, TV has been a popular form of passive entertainment since the 1950's.

Since 1973-74 "Pioneer Days" have been celebrated in June - usually a three day weekend.

Traffic routes: State Highway 400 leads northeast four miles to I35 (north/south), which in turn provides access to Des Moines 33 miles northeast of Truro. County Road G68 (paved) leads west/northwest five miles to Peru, and then west/northwest another five miles to U.S. Highway 169 (north/south), which in turn provides access to Winterset 17 miles west and north of Truro. County Road R35 (gravel) leads south to the Clarke County line, at which point the road is paved and then continues southeast to Osceola, about 20 miles southeast of Truro.

Traffic patterns: Reasons for traffic to Truro include business at the bank, the implement store, the cafe or the laundromat. The grocery store drew people until it closed in July, 1978. It re-opened as a Co-op Grocery Store on February 19, 1979.

Senior Citizens travel by bus to Winterset every Thursday. Also, they occasionally go by bus to Des Moines and other places.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Truro changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$1,535,552	-
1978	3,291,810	+114.4%

Financial services are available through a branch office (from Winterset) of the Union State Bank.

Institutions of business and government show a mixture of expansion and maintainence of the status quo. The implement store and the elevator have expanded, while others such as the machine shop have maintained about the same level of business activity. The grocery store closed in July, 1978 but reopened in February, 1979 as a cooperative, financed by local residents. This grocery store was the only food outlet in the community. Citizens were concerned that the closing would create a special hardship for senior citizens in the winter during bad weather. Local initiative and determination made the re-opening a reality. We talked with the manager of the grocery store who proudly showed us the renovations and improvements that had been made possible through local fund raising. The manager and other people we talked to were confident that the cooperative venture would be a success. Several people who formerly traveled out of town to large communities to purchase food were reported to be patronizing the Truro Grocery. The grocery's revival is a source of considerable community pride.

Truro is well-served by radio, televison and newspapers from Des Moines. Radio station WHO is especially popular for weather reports.

Other popular radio stations include Indianola (KBAB) and Creston (KSIB).

Popular newspapers include the Winterset Madisonian, the paper from New Virginia (Warren County), the Osceola Sentinel, the Clarke County Advertiser (also published in Osceola), and the Truro high school newspaper (which carries a monthly schedule of school activities). The New Virginia paper and the two Clarke County papers are available at the Truro Public Library.

Informal communications patterns have shifted through the years. Now there is less "neighboring." Much of the verbal exchange of information occurs at the cafe or at Senior Citizens Congregate Meals.

Written informal communication occurs through Posters and Bulletin Boards at stores, the cafe, the telephone office and the bank.

Active recreation for adults includes bowling - at Winterset, Osceola or Indianola. Entertainment includes dining and dancing at night clubs and restaurants in Winterset, Des Moines, Osceola, and Indianola.

Active recreation for children includes baseball, football, tennis in Truro; and basketball in New Virginia and St. Charles.

Facilities for active recreation/entertainment in Truro consist of the school baseball diamond, football field and tennis court.

Passive recreation for adults includes spectator sports at the high school - including baseball, football and tennis. Also, basketball is available at New Virginia and St. Charles. The park in Truro is near the school building. Residents of Truro reportedly tend to watch TV more than read books.

Facilities for passive recreation/entertainment in Truro include the park by the school building, the school baseball diamond, football field and tennis court. Also available are the public library, and such personal resources as TV or personally owned books.

Winterset

Winterset is a small town despite being the most populous town in Madison County and also the county seat. The town is located on nearly level to strongly sloping ground in Center Township in Central Madison County.

Identifiable neighborhoods are in each quadrant of the town. Old wooden frame houses predominate, but there are also many old stone houses. Construction of new houses is occurring throughout Winterset, and is especially evident in the west and northwest parts of town. Mobile homes are located in the north central section of town - just east of U.S. Highway 169, and in the west part of town - just south of State Highway 92.

The fact that Winterset is a county seat is clearly evident from the layout of the town square with the courthouse in the center. Traffic volume around the square indicates that the community is busy, and growing.

The Winterset town square is also the center for the big yearly celebration of Madison County history and heritage - The Covered Bridge Festival.

Commercial activities have expanded to the north since construction of the bypass for State Highway 92.

The business district in the center of town includes many sturdy brick and stone buildings. Businesses within may have changed through the years, but the buildings have remained.

The town includes a variety of businesses, many of which are agriculture-related, e.g., elevators, feed stores, and farm equipment stores. Medical and health care agencies have been expanding, as evidenced by addition of apartments to some nursing homes, and addition of rooms (beds) to the hospital.

The number of residents of Winterset has increased slightly the past 20 years. Total population in 1970 was 3,654, which represented an increase of 15 (0.4%) since 1960. Total population in 1976 was estimated by the U.S. Bureau of the Census to be 3,795, an increase of 141 (3.9%) since 1970. Also, knowledgeable local residents asserted on 11-8-78 that the population of Winterset was probably expanding, as evidenced by new houses in town. It was also noted that rural houses in Madison County were being purchased and lived in, and that the residents were commuting to Des Moines, Winterset, or Creston.

Legal organization of the county was completed in July, 1849. Commissioners who had been appointed in the spring of that year to locate a county seat completed their task late in the year. They selected a place almost in the exact geographical center of the county, and first called it Independence. But, since a town by that name already existed, a change was necessary. It was a cold, blustery, disagreeable day and after considering several names, the site was named "Summerset" (or maybe Somerset). One of the county commissioners, who may have been slightly under the influence of alcohol and was shivering in the wintry wind, exclaimed in derision "Summerset! This place had better be called Winterset." And so it is said to have been named - a town founded on a pun.

Winterset was incorporated in April 1857.

The present courthouse, the third in Madison County's history, was begun in 1876. It was built mostly of stone native to Madison County, and was intended to be fire proof. Great care was taken in its design and construction, so that at the time of its completion it "was considered the best building of its kind in all the territory west of Chicago."

"Difficulties developed between the county supervisors and the contractor and, when the new courthouse was completed in 1878, an agreement could not be reached on the terms of settlement. The contractor locked the doors and refused to give possession of the keys and the courthouse to the county. As a result of legal action, the dispute was eventually settled."

For many years the basement was used as the county jail. The courtroom has remained on the second floor.

After considerable repairs and remodeling the courthouse is "still considered as a 'dignified appearing old-fashioned building', handsomely situated." "It is one of the community's biggest assets,' and the people want to keep it that way. The old landmark has been placed on the National Register of Historic Places."

Traffic routes: U.S. Highway 169 (north/south) leads north 14 miles to I80 which provides access to Des Moines 31 miles north and east of Winterset. State Highway 92 (east/west) leads east eight miles to Patterson, and another five miles to Bevington and to I35 which provides access to Des Moines 31 miles east and north of Winterset. County road P69, a metal surfaced road, leads south and west about 2½ miles to U.S. Highway 169.

Traffic patterns: Automobile - Knowledgeable local residents asserted on 11-8-78 that Winterset was a shopping center for people from other towns and other counties. Products sought included groceries, automobiles and auto service. People would also come to town for "Courthouse business." Residents of Winterset went elsewhere to shop for some items, e.g., clothing (in Des Moines, Adel, Perry, Creston, Osceola, Greenfield) and farm equipment repair (in Indianola, Adel, Creston, and Des Moines). Cooper Truck Lines haul limestone and sand and gravel. Bus - Trailways, Inc. provides east-west passenger, baggage and express service through Madison County. Winterset is the only stop in Madison County. During our study a daily bus service between Winterset and Des Moines was begun. The Multi-Purpose Center in Winterset provides passenger service within Madison County and for parts of Dallas County. Railroad - The Chicago, Rock Island and Pacific Railroad provides freight service. The track heads north to a point east of Earlham in Madison County. Freight includes rock from the Penn-Dixie Rock Quarry, and products from Grip Tite Manufacturing Co. Passenger service has not been available since before 1936. Airplane - Madison County Airport, U.S. Highway 169 N., Winterset. B & S Aviation Services Inc. provides aircraft sales, flight instruction and other services.

According to the County Assessor, the total assessed value (100% of the fair and reasonable market value) of all taxable real estate within the city limits of Winterset changed as follows between 1972 and 1978:

Calendar Year	Total Assessed Value	Percent Change
1972	$20,034,921	-
1978	43,464,230	+116.9%

Knowledgeable local residents asserted on 11-8-78 that farm people were "pretty well off" but "working under a tremendous debt - especially the younger ones." Retired people were described as "fairly wealthy," and most people as "at least comfortable." Although everybody was thought to be concerned about inflation, most were still thought to be confident regarding economic security.

Institutions of business have continued to expand for the most part, with some decline. Expansion examples: (1) Montross Drug Store established outlets in the past two years in Earlham and St. Charles, and regularly sends a pharmicist to each town; (2) Ben Franklin expanded during the Summer of 1978 to include another building; (3) Gold Buffet Dining Room added a bar and disco dance floor; (4) Farm and Home Store recently opened for business; (5) Hayloft Motel recently opened for business (Fall 1978); (6) Grip-Tite achieved a technological advance which enabled recent expansion; (7) Penn-Dixie Rock Quarry continued to be an active business and to acquire more land; (8) construction of houses in Winterset, construction of a new Fire Station, and remodeling of the public library indicated growth; (9) Medical and Health Care agencies grew as indicated by the fact that some nursing homes recently added apartments, and the hospital added rooms (beds); (10) plans have been made for construction in Winterset of a Historical Museum of Madison County, and a new water tower north of town for businesses; (11) another water tower is already under construction south of town for the hospital, high school and for private residences; and (12) establishment of an antique store, and a women's clothing store.

Decline examples: (1) There is now only one Funeral Home; (2) a publication entitled Commuting Patterns In Iowa (published by Job Service of Iowa, 1977) includes statistics re: incommutation vs. outcommutation of the labor force from each county in Iowa. In 1960 83.4% of the workers living in Madison County also worked in Madison County. In 1970 the figure was 70.8%. The difference indicates a loss of 12.6% of the Madison County labor force to employment outside the county from 1960 to 1970.

Winterset is well-served by radio, television and newspapers from Des Moines. Four of Des Moines' 15 radio stations were mentioned as "popular in Winterset" on 11-8-78 by knowledgeable local residents. Radio stations mentioned were KIOA, WHO, KSO, and KLYF. Also, all three of Des Moines' TV Stations were included as "popular in Winterset." The TV Stations were KCCI, WHO, and KDIN (PBS).

In addition, radio stations from other towns were mentioned, e.g., Ames (WOI), Creston (KSIB), Indianola (KBAB), Shenandoah (KMA) or (KFNF) (founded by Earl May and Henry Fields, seedsmen in Shenandoah), and Fort Dodge (KWMT).

Only one TV station was mentioned from a town other than Des Moines. The station was WOI from Ames.

Popular newspapers included the Des Moines Register and Tribune, the Wall Street Journal, Winterset Madisonian, the Shopper, the Chicago Tribune, the Creston News Advertiser, and the Earlham ECHO.

Informal communication included interpersonal visits through means such as: pastoral announcements from the pulpit; women's club meetings; service organizations; personal telephone communications; Multi-Purpose Center; taverns, and the Disco and

Bar at the Gold Buffet Dining Room; grocery stores (they used to have benches inside, which facilitated socializing while waiting for a ride); Sales Barn by the Fair Grounds; farm sales; and the Skating Rink. "Neighboring" at private residences used to be one of the main methods of communication. Some young people still neighbor in the traditional way, but old folks often use the phone instead. There is a "Telephone Reassurance Program" sponsored by the Hospital Auxiliary Guild.

Informal communication also included written material in forms such as: Church bulletins (re: many community events and activities); Art Center bulletins; Hospital Guild monthly bulletins (activities, Grey Ladies, etc.); VFW monthly bulletin; bulletin boards in lobbies of banks; and posters in various store windows.

Active recreation for adults includes square dance clubs, bowling, hunting, fishing, golf, swimming, learning to fly an airplane, and dining and dancing at night clubs and restaurants in Winterset and Des Moines.

Active recreation for youths includes camping at camps in the country (provided by Mrs. Brownell), school sports such as football, basketball, track and baseball, musical endeavors such as marching band or vocal groups; golf; swimming; bowling; fishing contests for children; an annual Easter Egg Hunt for children; and summer baseball (Babe Ruth League) and softball.

Facilities for active recreation/entertainment in Winterset consist of a Municipal Swimming Pool, a golf course (private), the high school football field, basketball court and track; and bowling lanes at the Gold Buffet Dining Room. Nearby facilities include camps in the country - provided by Mrs. Brownell.

Passive recreation includes spectator events - e.g., the school sports of football, basketball and track; musical concerts; Little League baseball (Babe Ruth League); softball; movies; and band concerts (Wednesday nights in summer - on West Porch of Courthouse).

Facilities for passive recreation/entertainment in Winterset include the high school football field, basketball court and track; Little League baseball fields; a movie theatre; the Public Library; and such personal resources as TV and books.

Groups

We studied groups in order to learn:

(1) the extent of group orientation (types and numbers of groups) within the library service area.

(2) the purposes of the particular groups (why they meet).

(3) the information needs (at least the main subject areas) of the particular groups.

(4) where the groups met.

(5) when the groups meet.

(6) the meeting place needs of the groups.

(7) the pertinence of the groups to the library.

(8) whether the library is providing adequate service to the groups.

(9) how the library could improve service to the groups.

(10) to identify and plan how to resolve conflicts in scheduling use of library facilities by groups.

We defined groups as organizations of any type likely not to have a telephone or to be listed in the telephone directory, but instead to announce their meetings regularly in the newspaper. The definition served to distinguish groups from agencies - which we studied separately.

We used the following general categories of groups:

(1) Recreation/Entertainment:
   a. active
   b. passive

(2) Social:
   a. Fraternal
   b. Sororal
   c. Other

(3) Church-related

(4) Cultural

(5) School or education related (e.g., self-help)

(6) Hobbies

(7) Ethnic

(8) Age limited

(9) Service Groups:
- a. environmental
- b. political
- c. special project
- d. commercial
- e. vocational
- f. volunteer

Our primary sources of information about groups were the weekly newspapers of Madison County. Five issues of the Winterset Madisonian and four issues of the Earlham Echo were studied in order to discover announcements by groups. Supplementary sources of information about groups were interviews with knowledgable local residents of each town and some rural areas in Madison County.

Results

Caution: results are only an indication of the general types of interests which draw people together in groups in Madison County rather than an elaborate response to each goal listed above. Due to limitations inherent in our methodology we were usually not able to identify the particular subject interest, meeting schedule, or meeting place of a group. Also, we usually did not determine whether library services were being delivered to a group. Since our data is sketchy regarding these factors we will present general results with only a few specific instances of elaboration.

(1) Recreation/Entertainment

a. Active

Youngsters from most areas of the county participate in school sports. The city of Macksburg had one play group for boys and another for girls. In Peru, bowling was popular with men and women. However, hunting and fishing were more popular with men. In St. Charles there was men's softball and women's softball. Also, on Saturdays men and boys played football at the park. Winterset boasted a variety - square dance clubs, bowling, golf, and swimming.

b. Passive

People from most areas of the county attended spectator sports, e.g., at the schools. The same was true of theatre events at the schools. Also, in Winterset there were band concerts on Wednesday nights in the summer - on the west porch of the Court House. Both Peru and St. Charles included card groups for adults. The Multi-Purpose Center in Winterset also served as a meeting place for card players from throughout the county three times a month.

(2) Social:

a. Fraternal:

We identified a small number of fraternal groups, most of which tended

to be traditional business fraternities or veterans organizations.

b. Sororal:

We identified many women's groups in most towns through out the county. We also learned that the Earlham and Winterset Public Libraries regularly selected materials in response to requests from the women's groups. The Truro Public Library did not receive such requests. There seemed to be potential for even more service to women's groups. For example, in 1970 county-wide, 22% of all people between the ages of 16 and 65 were women who were not in the labor force. Another 10.6% were women over age 65 who were not in the labor force.

There are probably even more women in the county now - many of whom belong to groups and already make some use of the libraries. Perhaps the libraries could build on the existing services to women and women's groups through discussion with them about their areas of interest compared to library services.

(3) Church-related:

We identified many church-related groups. Extensive specialized collection development for each religious denomination would be almost as difficult as trying to develop a collection to meet the needs of the wide variety of small businesses. Instead utilization of interlibrary loan seems a more realistic means of providing library services to the various church-related groups.

(4) Cultural:

There were a variety of historically oriented groups identified throughout the county, and theatre, music, and art groups in the city of Winterset. Each library has already begun development of its collection to include historical materials about Madison County. It seems that continued work in this area will be fruitful because the people of Madison County are extrememly interested in their history - as indicated, e.g., by the annual Covered Bridge Festival.

RECOMMENDATION (all three libraries):

That the Trustees and staffs of all three libraries both separately and together take a leadership role in promoting and supporting the present county interest in local history, historic preservation, and genealogy. Ways in which this can be done include collection development, program planning, and cooperation with the pertinent formal and informal interest groups.

(5) Education related:

There were a number of county-wide study groups, e.g., 4-H, Future Farmers of America, and self-help groups such as AA. Although Winterset Public Library provided reading materials based on the Farm Bureau Reading List, it seemed that no library was providing services to groups made up of young farm oriented people.

(6) Hobbies:

There were a number of arts and crafts groups and garden clubs, apparently made up mostly of women. The Librarians at Earlham and Winterset were already meeting with women's groups, and orienting them to the library by book talks or descriptions of library services. Perhaps more could be done in this area by actively seeking such contacts rather than waiting to be called.

(7) Ethnic:

There were no ethnic groups identified.

(8) Age-limited:

We identified groups for young people and groups for old people. Young people's groups tended to be Girl Scouts, or Boy Scouts, or 4-H and FFA. The staff at the Earlham Public Library oriented the Boy and Girl Scouts to the library. Groups for senior citizens were identified in almost every town. In addition to their distribution almost throughout the county there was a county-wide American Association of Retired Persons Group. The senior citizens groups tended to meet at least once a month. Also their activity seemed to be tied in with the Multi-Purpose Center and the Earlham Care Program office. In Truro the senior citizens group met at the congregate meal site which was sponsored by the Multi-Purpose Center. Transportation for the senior citizens was provided by the van from the Multi-Purpose Center. There are many possibilities for library services to senior citizens groups. People 60 & over constituted 22.8% of the 1970 Madison County population.

(9) Service Groups:

The one identified environmental group, the "Conservation Club," was located in Peru, and was reportedly oriented to family and social gatherings. Political parties were organized at the township level. In November 1978 60% of those registered to vote turned out for the vote. This compared to 58% in 1976. Few problem oriented or social action groups were identified through the newspapers. However, interviews revealed the existence of a variety of such groups. For example, the Madison County Association for Retarded Children and Adults was located in Winterset. In Peru the church women financed the republication of the 1879 Madison County History. In St. Charles we learned that the church groups regularly contribute money to the needy, e.g., after a fire. There were a number of groups whose subject of interest was agriculture. This raised the potential for exploration of library services to farmers by using groups as a medium rather than trying to reach the individual farmers. Winterset Public Library already orders books based on the Farm Bureau Reading List, and has tractor repair manuals in its reference collection. More could be done - perhaps through meeting with groups to discuss their interests, or meeting with county extension agents.

Many groups listed their meeting place as the home of a group member. In most cases this probably was not an indication of need for the library to provide a meeting place for the group. Rather, it was an indication of the importance of the social

aspect of the group - getting together in a relaxed and comfortable environment at a friend's home.

The purpose of some groups was not evident, but could probably be determined quite easily through local fellow-up.

Although our data does not account for 100% of all groups within Madison County, it does provide an indication of the extent to which the people gather into groups in the various towns. Some are much more group-oriented than others:

Earlham to Winterset: 26.7% as many people; 50% as many groups.
St. Charles to Earlham: 45.5% as many people; 77.8% as many groups.
Macksburg to St. Charles: 32.0% as many people; 100% as many groups.
Macksburg to Peru: 77% as many people; 150% as many groups.
Macksburg to Truro: 39.6% as many people; 110% as many groups.

Regarding the town of Macksburg, which is highly group oriented, almost every group gets together at least once each month and some more than three times a month. The most popular facilities for group meetings in Macksburg are the Women's Relief Corps (WRC) Hall, the United Methodist Church, and the Oddfellows Hall. Others include the Wesley Chapel (located a few miles north, in Webster township), and the Fellowship Church (located four to five miles east, and ½ mile north). Incidentally, the Women's Relief Corps Hall carries the name of the volunteer group which may be the oldest in Madison County. The Women's Relief Corps was organized in June 1883, and still meets once a month in the afternoons.

Bevington, a town which had 47 people according to the 1970 census, had only one group, a garden club, in 1979. The group took care of the local park, served food at sales, and participated in shows at fairs.

Patterson, a town of 120 people according to the 1970 census had only a few groups in 1979. They included a women's social group (by invitation only, active the past 15 years or so); a number of church groups, composed mostly of women; and the Lion's Club.

Bevington and Patterson seem to be among the least group oriented towns within Madison County. They were both located along the eastern border of the county, near Interstate 35 and easy access to Des Moines. Knowledgeable local residents of each community described their community as increasingly populated by people who worked outside the community in Des Moines.

The same phenomenon was described in St. Charles and Truro - apparently less so in Truro.

Despite the limitations of our collected data, we can state with certainty that Madison County includes a variety of groups distributed throughout the county, and especially concentrated in some areas of the county. Also, some subject areas have been identified which are of special interest to various groups of people in the county. For example, historically oriented groups, agriculturally oriented groups, and garden clubs. Even this limited awareness opens possibilities for exploring potential improvements in delivery of library services to members of these groups. Much could be accomplished toward this end by cooperative work of library staff members and friends of the library or other resource persons who could, e.g., assist in the task of identifying more completely the pertinent aspects of groups in Madison County.

Another useful bit of knowledge gleaned from our data is that there are plenty of groups already active in Madison County, so that the libraries do not need to generate more group activity. Perhaps instead the libraries could satisfactorily fulfill their role by providing the already existing groups with information pertinent to their operation, e.g., supplementary material about how to conduct a group meeting, or other topics of interest.

RECOMMENDATION (all three libraries):

That each library study the groups active within its service area, and consider ways to cooperate with the groups in order to deliver library services to members of the groups.

REASON:

Utilization of groups as a target for the delivery of library services will increase usage of the library.

Agencies

We studied agencies in order to learn how many of what types of agencies were in Madison County, and, based on that knowledge, to speculate about the implications for services provided by public libraries in Madison County.

We defined agencies as organizations of any type which had a telephone and were listed in the telephone directory. The definition served to distinguish agencies from groups, which we studied separately.

We used the following general categories of agencies (note: results will be displayed to show subdivisions for each general category):

(1) Government
(2) Religious
(3) Medical and Health Care
(4) Cultural
(5) Educational
(6) Industrial-Business

Our primary source of data about agencies was the yellow pages section of the telephone directory for Madison County. A supplementary source of data was a series of interviews with knowledgeable local residents of each city and some rural areas in Madison County.

Results

Caution: results are estimates of the types of services or interests of agencies rather than the number of agencies. The reason is that multiple listings of agencies under a variety of subject headings in the yellow pages of the telephone directory led inevitably to recording of single agencies more than once - as different types of agencies according to their different subject headings in the telephone directory.

The majority of agencies are within category 6, Industrial-Business. Within that general category, subdivision "f", Wholesale and Retail Trade, included 36.5% of all agencies. These were generally small businesses, and some were located in each town in the county. Their existence and their variety constitute a potential wide spectrum of services from the public libraries. Examples include materials regarding the complexities of small businesses, management guides, and guides for dealing with government paper work.

The number of religious denominations/churches appears as a small percent of agencies. However, their impact on community life extends way beyond their proportion of all agencies. For example, there are many church related groups - evidence that people are involved with their churches. Potential services from public libraries include discussions with ministers regarding collection development and organization for church libraries, and exploration of the subject areas of special interest to the ministers and of which they would appreciate being kept up to date by the public library.

TYPES OF AGENCIES	PERCENT OF ALL IDENTIFIED AGENCIES	
1. GOVERNMENT:		
a. Federal	9/548 = 1.6%	
b. State	2/548 = 0.4%	
c. County	18/548 = 3.3%	
d. City	20/548 = 3.6%	
SUBTOTAL		49/548 = 8.9%
2. RELIGIOUS:		
a. Denominations/churches	22/548 = 4.0%	
SUBTOTAL		22/548 = 4.0%
3. MEDICAL & HEALTH CARE AGENCIES:		
a. Clinics	-	
b. Hospitals	1/548 = 0.2%	
c. Nursing Homes	6/548 = 1.1%	
d. Support Services (e.g., pharmacies, prosthetic supplies)	7/548 = 1.3%	
e. Emergency Services (e.g., fire dept., rescue squad)	3/548 = 0.5%	
f. Chiropractors	2/548 = 0.4%	
g. Dentists	2/548 = 0.4%	
h. Drug abuse, etc.	1/548 = 0.2%	
i. Optomertrists	4/548 = 0.7%	
j. Physicians	6/548 = 1.1%	
SUBTOTAL		32/548 = 5.8%
4. CULTURAL:		
a. (e.g., Museums, Art Center, Libraries, Community Theatres)	5/548 = 0.9%	
SUBTOTAL		5/548 = 0.9%
5. EDUCATIONAL:		
a. Elementary Schools	6/548 = 1.1%	
b. Secondary Schools	3/548 = 0.5%	
c. Academic Institutes	-	
d. Other	2/548 = 0.4%	
SUBTOTAL		11/548 = 2.0%
6. INDUSTRIAL-BUSINESS:		
a. Agriculture, Forestry, and Fisheries	12/548 = 2.2%	
b. Mining	4/548 = 0.7%	
c. Construction	17/548 = 3.1%	
d. Manufacturing	1/548 = 0.2%	
e. Transportation, Communication, and Other Public Utilities	5/548 = 0.9%	
f. Wholesale & Retail Trade	200/548 = 36.5%	
g. Finance, Insurance, and Real Estate	49/548 = 8.9%	
h. Business and Repair Services	97/548 =17.7%	
i. Personal Services	37/548 = 6.7%	
j. Entertainment and Recreation Services	7/548 = 1.3%	
SUBTOTAL		429/548 = 78.3%
TOTAL		548/548 =100.0%

Category 4, Cultural Agencies, includes museums. At the time of the study there was one museum in the county, Hackett House in Earlham. However, there are plans for construction of an elaborate historical museum of Madison County in the city of Winterset, and utilization of the upstairs portion of the Women's Relief Corps Hall in the city of Macksburg as a historical museum of the Macksburg area. Also, there is a county wide Genealogical Society, a Covered Bridge Society in St. Charles, and of course the annual Covered Bridge Festival. All are indications that throughout Madison County there is interest in the history of Madison County. Each public library in Madison County has already developed its collection to include materials about the history of Madison County. The Winterset Public Library even provides the meeting place for the Madison County Genealogical Society. However, perhaps more could be done in the future by utilizing agencies as a medium for delivery of historically oriented materials from the public library.

Most social service agencies listed in the Madison County telephone directory were actually located outside of Madison County. However, at least two noteworthy social service agencies were located within Madison County. The Earlham Care Program, a private non-profit incorporated agency, is located in the city of Earlham. The purpose of the Earlham Care Program is to help people - whether they be disadvantaged or old, maintain independent living and avoid or postpone institutionalization of any form. Another social service agency within Madison County is the Multi-Purpose Center located in the city of Winterset. The Multi-Purpose Center is a private, non-profit organization, and is a subsidiary of MATURA, which has its headquarters in Creston, Iowa. The main goals of the Multi-Purpose Center are to provide services to low income people, the handicapped and underprivileged in Madison County. This also involves referral to other agencies.

The Earlham Public Library already orders films which the Earlham Care Program uses for in-service training of aides. The library probably could work together with the Earlham Care Program to publicize services of both agencies. The building which houses the office of the Earlham Care Program is also the location of the Senior Citizen Center in the city of Earlham.

The work of the Earlham Care Program and the Multi-Purpose Center extend throughout Madison County, and help link together or interconnect people and groups who would otherwise remain separate. For example, within the city of Peru the Multi-Purpose Center provides, once each week, community meals at the church. Also in Peru, workers from the Earlham Care Program go into some homes, and help the residents maintain independent living. Perhaps the library can utilize these agencies as mediums for delivery of materials from the library to people otherwise not able to acquire them.

The Multi-Purpose Center for the past ten years has provided a bookmobile service which was first established by a club through the assistance of the Multi-Purpose Center outreach worker. The bookmobile service consists of the following - every two weeks:

(1) Librarians at the Winterset Public Library select books;
(2) Staff persons from the Multi-Purpose Center take the books from the library - in a van, to the "North Care Center" (Winterset Care Center North);
(3) Volunteers go to the North Care Center and take the books on a cart to residents of the Center;
(4) Residents use the books; and
(5) A staff member from the Multi-Purpose Center returns the books to the library.

According to the Director of the Multi-Purpose Center the bookmobile service could be expanded to include the other nursing homes, but would require work to overcome reluctance by the Administrators (e.g., one Administrator said that there were not many residents who read). NOTE: the current program almost failed because volunteers did not like to carry the heavy load of books from the buildings to the vehicle and back. The program was saved by having a Multi-Purpose Center staff person do the heavy transporting work, and leaving the distribution of books at the Care Center to volunteers. According to the Director of the Multi-Purpose Center the bookmobile service could be further expanded to include residents of the Elderly Housing Projects. These include "Valley View," which consists of 64 low-rent housing units on the west end of town, and "North Ward Plaza," which consists of 50-60 low-rent housing units on the north end of town. The director of the Multi-Purpose Center says that there are people in those areas who do not get out unless the Multi-Purpose Center takes them. She speculates that the people probably do not read as much as they would like to - e.g., magazines or large print books.

The Multi-Purpose Center also provides transportation service throughout Madison County. The Madison County Van operates each day from 8:00 a.m. to 5:00 p.m. People over 60, blind, disabled, or handicapped (any age), who live anywhere in the county may ride the van. Perhaps the van could be utilized in order to deliver library materials to people who otherwise would not receive them. The materials could be delivered to local distribution centers, or they could be checked out to individuals directly from the van. The most likely source of library materials for this van would be the Winterset Public Library because it is located in the same city as the Multi-Purpose Center and because it is the largest library in the county. A possible source of funds to finance such a county-wide mobile library service would be the money which the County Board of Supervisors has set aside each year since 1975 in case another town would want to start a library.

The library could also work together with the Multi-Purpose Center and the Brothers Bus Co. of Indianola, which on May 14, 1979 began daily commuter bus service between Winterset and Des Moines. The bus also stops in the cities of Patterson and Bevington within Madison County. Perhaps library materials could be deposited at the cafe in Bevington, and be checked out and returned there or at the main library. Another alternative is to stock library materials on the bus, and let them be checked out from the bus and returned there or to the library in Winterset.

RECOMMENDATION (all three libraries):

1. That the Boards of Trustees and Directors of each public library in Madison County meet with the County Board of Supervisors to discuss funding of mobile library services throughout the county.

2. That the Boards of Trustees and Directors of each public library in Madison County, with approval from the County Board of Supervisors, explore the potential for mobile library services in Madison County as delivered by any or all of the following: a) Multi-Purpose Center; b) Earlham Care Center; and c) Brothers Bus Co., Indianola.

REASON:

Mobile library service will extend library services to many who are not able to get to a library.

The Multi-Purpose Center also has a "Lending Library", which has been in existence at the Multi-Purpose Center for at least six years. People have donated books, and the lending library has been operated on the honor system. Paperbacks "get a lot of use" - especially from older fellows who like Westerns. Hardbacks consist mostly of Reader's Digest condensed books, and are not much used. Perhaps the Winterset Public Library could enhance the collection of the lending library at the Multi-Purpose Center by providing more library materials to stock the lending library.

RECOMMENDATION (Winterset):

That the Director of the Winterset Public Library initiate communication with the Director of the Multi-Purpose Center in order to discuss the benefits of cooperation between the two agencies. For example, the public library could provide books to the Multi-Purpose Center for its lending library; and the Multi-Purpose Center could provide additional mobile library services to residents of nursing homes and elderly housing projects in the city of Winterset.

REASON:

Cooperation between these two human service agencies will increase the quantity and quality of services delivered by both agencies.

Movies are shown once each month at the Multi-Purpose Center after congregate meals. The Center has its own projector (donated by the Sixty Plus Club), and acquires its films and list of films from Modern Talking Pictures Service, Films Schedule Center, 2323 New Hyde Park Rd., New Hyde Park, New York 11040. As another aspect of inter-agency cooperation, the library could work together with the Multi-Purpose Center to expand the choice of films available to the Center.

Regarding category 5, Educational agencies, their small percentage (2.0%) of all agencies belies their importance to the people of the county. The influence of the presence or absence of young people and educational programs for them is noted elsewhere in this report with the narrative descriptions for each town. At this point we will include a philosophical distinction agreed to in 1978 by the State of Iowa Dept. of Public Instruction and the State Library Commission in regard to the functions of school media centers and public libraries. The following is from page one of their report:

"The public library extends its services to all people.

The school media center is a unique instructional agency designed solely for children and young people engaged in a learning program and for the staff that administers the program.

'Public libraries and school libraries are part of a network of library facilities, and should work together to provide coordinated and complete service for children and young people.'

Public Library Service, a Guide to Evaluation with Minimum Standards. American Library Association, 1956. p. 23"

The report includes recommendations to improve cooperation between the two agencies. For example:

"A. Public library boards, school boards and administrators should establish lines of communication to keep each other informed of changes in policy with which they are mutually concerned.

There should be provision for remedial action whenever a conflict in interest arises between the two agencies.

B. School and public librarians or media specialists should work together to formulate an overall community wide program of library development and to consider mutual problems such as:

1. Definition of respective responsibilities for materials, equipment and services to answer curriculum and individual requests.

2. Responsibility for teaching and implementing library or media center skills.

3. Determination of that most effective scheduling of hours open.

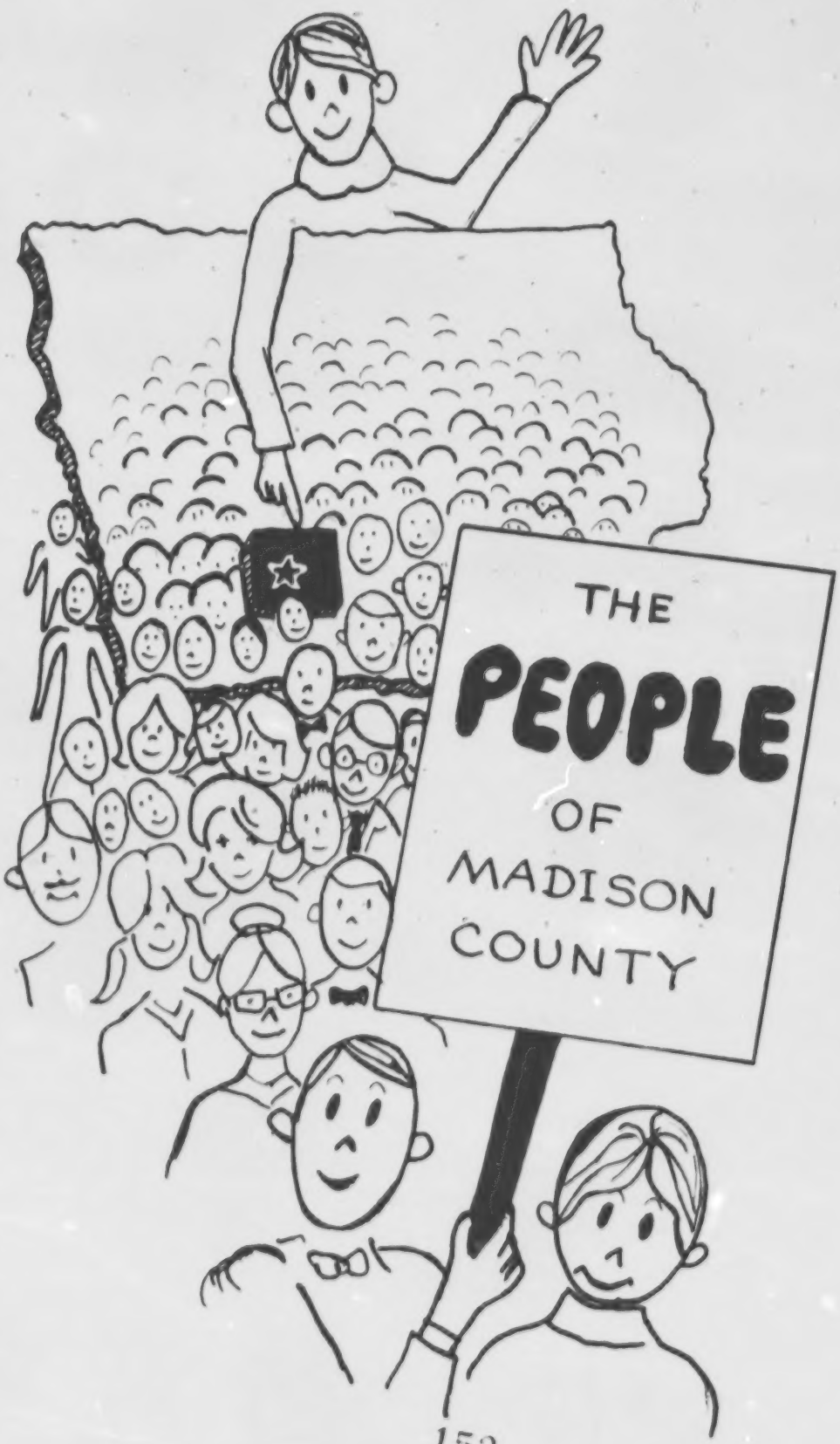
4. Education to insure proper library or media center conduct.

5. Cooperative planning to prevent mutilation and loss of materials and equipment."*

Based on discussions with the Directors of the public libraries in Madison County, and a discussion with a school Principal and two Media Specialists, communication has been infrequent between the staffs of public libraries and of school media centers. None of the people interviewed seemed alarmed by the lack of communication, so apparently it has not led to identified problems. One Director expressed the belief that if problems occurred she could call the Media Center Specialist at the school. Even so the Directors of the public libraries and the Media Center Specialists expressed interest in more communication to better coordinate their activities, e.g., avoid duplication of materials.

Category 6, Government agencies, includes many city and county agencies. Because the scope of Government agency activities is so varied and complex it is unlikely that the public libraries could contain a collection adequate to the needs of local government agencies. However, the public libraries could acquire needed materials through interlibrary loan. In this way the libraries could still function as an information resource for local government agencies.

* Iowa. Department of Public Instruction, and State Library Commission. Distinctive Functions of School Media Centers and Public Libraries (Des Moines, Iowa: Department of Public Instruction, 1978), p.p. 1, 3-4.


THE
PEOPLE
OF
MADISON
COUNTY

Introduction

In order to develop reasonable expectations about the use of traditional public library services in Madison County we followed the logic recommended by Martha L. Hale in her article entitled "Research in Action - User Studies and Census Data = A Tool for Decision-Making," which appeared in the Summer, 1978 issue of Public Libraries Quarterly. She wrote:

"If the census profile of the community strongly resembles the characteristics of the typical library user, it is likely that the local public library will be used by more than the national average of 25-35% of the service area population. On the other hand, if the community is characterized by an annual income level of $8,000-$10,000, an educational level of elementary to high school, and a preponderence of blue collar occupations, its local public library must be applauded for excellence for reaching the national average. Investigating salient characteristics for each census tract or county subdivision in a community can provide insights into use and nonuse by different areas."

"...what we know from general user studies can be compared with local community characteristics to predict local use. This comparison should be supplemented by other systematic data collection about the community and contrasted to an analysis of who is using the library as shown in registration files and current circulation records. User studies + census data = a decision-making tool."

The studies referred to by Hale revealed characteristics of people likely to use traditional public library services. Such characteristics are listed below:

Education (the variable most reliable in predicting relatively high use of traditional public library services): high school graduate with some college education.

Income: middle to upper-middle income

Age: high school to college age

Occupation: professional

Number of school age children: more school age children correlates with more adult use of the public library.

Place of residence-distance from the library: within five miles.

Sex: female

Race: white

Results of the 1978 Gallup survey of Book Reading and Library Usage in the United States tended to support the above. For example, Gallup found that people most likely to visit public libraries were college educated, 18-34 years of age, and residents of households with children under 18.

To the extent possible, we applied such correlations to census data and other data about Madison County.

We conducted user studies at each public library, and registration file samples at two of the three public libraries in order to learn who was registered or not registered at the libraries, and who used or did not use the libraries.

The user studies revealed the adult or juvenile status and place of residence of the library users.

The registration file samples indicated the following about the registrants: adult or juvenile status: occupational status of adults; place of residence; and active or expired status of their registration cards. We did not learn the educational level, income level, specific age or age group of the registrants.

These factors meant that we could not utilize the user studies and registration file samples to estimate actual use of the libraries in March 1979 by people of a particular education, income or age. However, we were able to utilize occupational status information from the registration file samples.

We compared the results to the most recent (1970) available census data for Madison County, and the report of the 1978 nationwide Gallup survey entitled Book Reading and Library Usage; A Study of Habits and Perceptions. Synthesis of this data about adequately served or underserved populations formed most of the basis for our speculations about adjusting or "customizing" library services in Madison county to suit the needs of various groupings - e.g., Farmers, Senior citizens, Women, etc. The Truro Public Library did not have a registration file.

RECOMMENDATION (for all three libraries):

That the Boards of Trustees, Directors and staffs adopt uniform criteria for the designation of "adult" or "juvenile".

REASON:

Utilization of the same criteria will make it easier to compare data collected at all three libraries.

RECOMMENDATION (for all three libraries):

That the user study be repeated three or four times in a year.

REASON:

Comparison of use of each library at different times of the year will provide a balanced and more accurate indication of library use.

RECOMMENDATION (Truro):

That the library establish a registration file.

REASON:

A registration file will be a clear indication to the Director and staff of who is interested in using the library. Such data can be the basis for planning library services.

As implied, we also utilized census data to identify groupings of people who were not so likely to use traditional public library services, but who might use library services designed and delivered with their special needs in mind. These groupings included the following: people in group quarters; single parent families; people of foreign stock; people age 65 and over; and those with no automobile available.

Our findings for all - those likely or not likely to use traditional public library services, are presented in this report with the census data for each public library. Each census data section includes material within the following general categories for the service area being described:

Age Characteristics----------e.g., age 65 and over
Family Status----------e.g., single parent families
Education Characteristics----------e.g., college educated
Economic Characteristics----------e.g., women not in labor force
Other----------e.g., automobiles available

The following quote is from Symbiotic Situation, a report published in 1977 describing a community analysis project in Aberdeen, South Dakota. The same rationale applies to census data utilized in our community analysis project.

"Some mention should be made of the fact that 1970 census data was utilized for a report compiled in 1977. The reason for this is simple: there is no other source of information as exhaustive and authoritative as the decennial census and it seemed better to proceed now than wait another four or five years for the next census to be published. At the same time we did not hesitate to scout out updated information and use it whenever possible. As this report should make clear, Aberdeen has changed somewhat in the past seven years, but this change has been orderly and not of a kind to radically alter the face of the community."

The definitions of "adult" or "juvenile" varied among the libraries. We learned the definitions, and adapted them to make comparisons to 1970 census data. The definitions, and our adaptations, are listed below:

TERMS	EARLHAM	TRURO	WINTERSET
ADULT Director	"out of high school"	"10th grade and up"	"14 and older"
We	...equated that with age 20 and over.	...equated that with age 14 and over.	...equated that with age 14 and over.

TERMS	EARLHAM	TRURO	WINTERSET
Director	"up to and including high school"	"...9th grade."	"13 and younger"
JUVENILE			
We	...equated that with ages 0-19.	...equated that with ages 0-13.	...equated that with ages 0-13.

Library Users

The map on the following page depicts all of Madison County and parts of its border counties. The map also shows each of the eight incorporated cities within Madison County, and each rural township within Madison County. An important organizing factor, displayed on this map, will be utilized throughout this section when referring to geographic areas - urban or rural, within Madison County. That organizing factor is the "Enumeration District" (abbreviated ED). It is a Bureau of the Census designation which was used in the 1970 census to represent a geographic area within which the average number of housing units counted during the 1970 census was 250. The number of people within an ED could vary widely - up to 1500 or so. For rural Madison County, enumeration district boundaries were identical to boundaries of rural townships. Only two cities - Earlham and Winterset, had more than one enumeration district.

Incidentally the average number of people per housing unit, according to the 1970 census, was as follows for: the state of Iowa, 3.05; Madison County, 2.87; city of Winterset, 2.51.

Definitions

Other definitions are listed below:

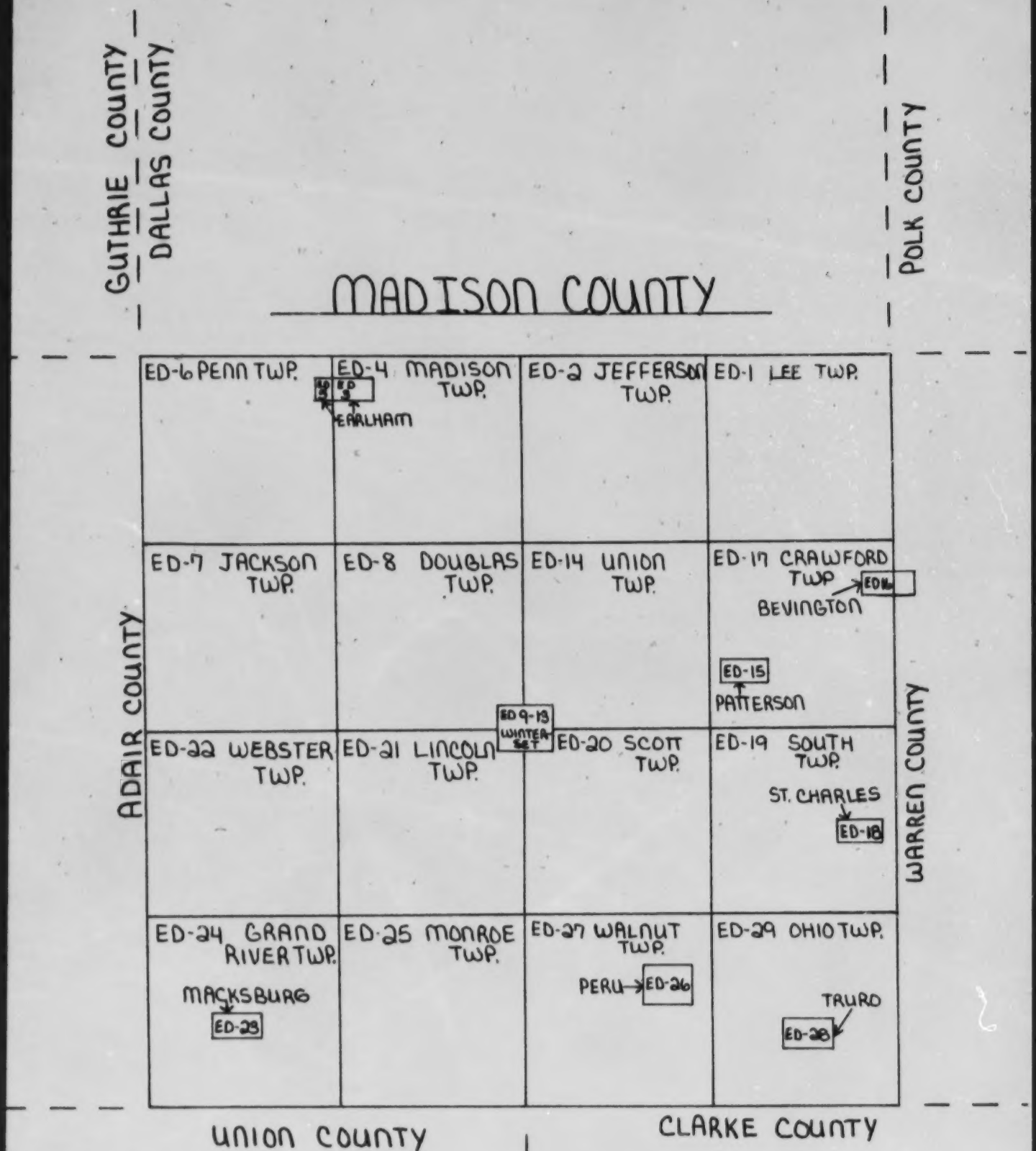
Urban: Incorporated city.

Rural: Rural township outside boundaries of incorporated city.

Service Area: Geographic area from which the library received all its users. We determined this according to the following process: (1) conducted a user study; (2) plotted on a map the locations of the places of residence of all who used the library during the user study; (3) estimated the distance to the places of residence furthest from the library - in a complete circle around the library town; and (4) declared the resulting approximate range of miles to be the geographic service area of the library.

Urban Primary Service Area (UPSA): The incorporated city within Madison County which was the place of residence of a percent of all users noticeably greater than the percent of all users who resided in any other city.

Rural Primary Service Area (RPSA): The rural area, according to Bureau of the Census enumeration districts (rural townships), which was within Madison County and was the place of residence of most rural users of the library - based on the requirement that each rural township in the Rural Primary Service Area was the place of residence of a percent of all users that was noticeably greater than the percent of all users who resided in other individual rural townships.


GUTHRIE COUNTY
DALLAS COUNTY
POLK COUNTY
MADISON COUNTY
ED-6 PENN TWP.
ED-4 MADISON TWP.
ED-2 JEFFERSON TWP.
ED-1 LEE TWP.
EARLHAM
ED-7 JACKSON TWP.
ED-8 DOUGLAS TWP.
ED-14 UNION TWP.
ED-17 CRAWFORD TWP
BEVINGTON
ED-15
PATTERSON
ADAIR COUNTY
ED 9-13 WINTERSET
ED-22 WEBSTER TWP.
ED-21 LINCOLN TWP.
ED-20 SCOTT TWP.
ED-19 SOUTH TWP.
ST. CHARLES
ED-18
WARREN COUNTY
ED-24 GRAND RIVER TWP.
MACKSBURG
ED-23
ED-25 MONROE TWP.
ED-27 WALNUT TWP.
PERU
ED-26
ED-29 OHIO TWP.
TRURO
ED-28
UNION COUNTY
CLARKE COUNTY

Comparisons of each user study and registration file sample - and pertinent census data, are presented below - separately for each library. The format for each library is generally as follows: (1) narrative description - and maps, of the urban and rural primary service areas; (2) narratives and maps which provide brief summary comparisons of the user study, registration file sample and census data; (3) detailed results of the user study; (4) detailed results of the registration file sample (no file existed at Truro); and (5) details about pertinent census data.

(NOTE: The narratives about census data are based upon 1970 census data which we organized into tables in order to make easier the task of comparisons between various parts of Madison County. We selected from the tables, and wrote about some things we thought might be significant. Others might very well disagree with our selections and our interpretations. We have not included the tables because there were so many that to do so would have greatly increased the length and cost of the report. Copies of the tables are available upon request.)

IV. The People of Madison County:

Earlham Public Library
(1) Narrative description - and maps,
of the urban and rural
primary service areas.

Historically the Earlham Public Library served residents of the city of Earlham, northwestern Madison County, and southwestern Dallas County - all part of the Earlham Community School District. Results of the user study and registration file sample in March 1979 indicated that the library was still serving basically the same geographic area - plus northeastern Adair County. The service area extended in a radius of approximately 10-14 miles around the city of Earlham. Also, the geographic distribution of registrants was almost the same as that of users of the library.

The Urban Primary Service Area was determined to be the city of Earlham (EDs 3 and 5). In fact, Earlham was the only city listed as place of residence of any users at the Earlham Public Library.

The Rural Primary Service Area was determined to be the following group of rural townships: Madison (ED 4), Penn (ED 6), and Douglas (ED 8).

One other rural township in Madison County was listed as the place of residence of one or more users of the Earlham Public Library. That township was Jackson (ED 7), also in the northwest quadrant of rural townships.

Outside Madison County the service area included the northeastern part of Adair County, and the southwestern and southeastern parts of Dallas County.

The 1970 population data for the service area of the Earlham Public Library was as follows:

(1) Urban Primary Service Area (city of Earlham) = 974 people = 8.43% of Madison County population.

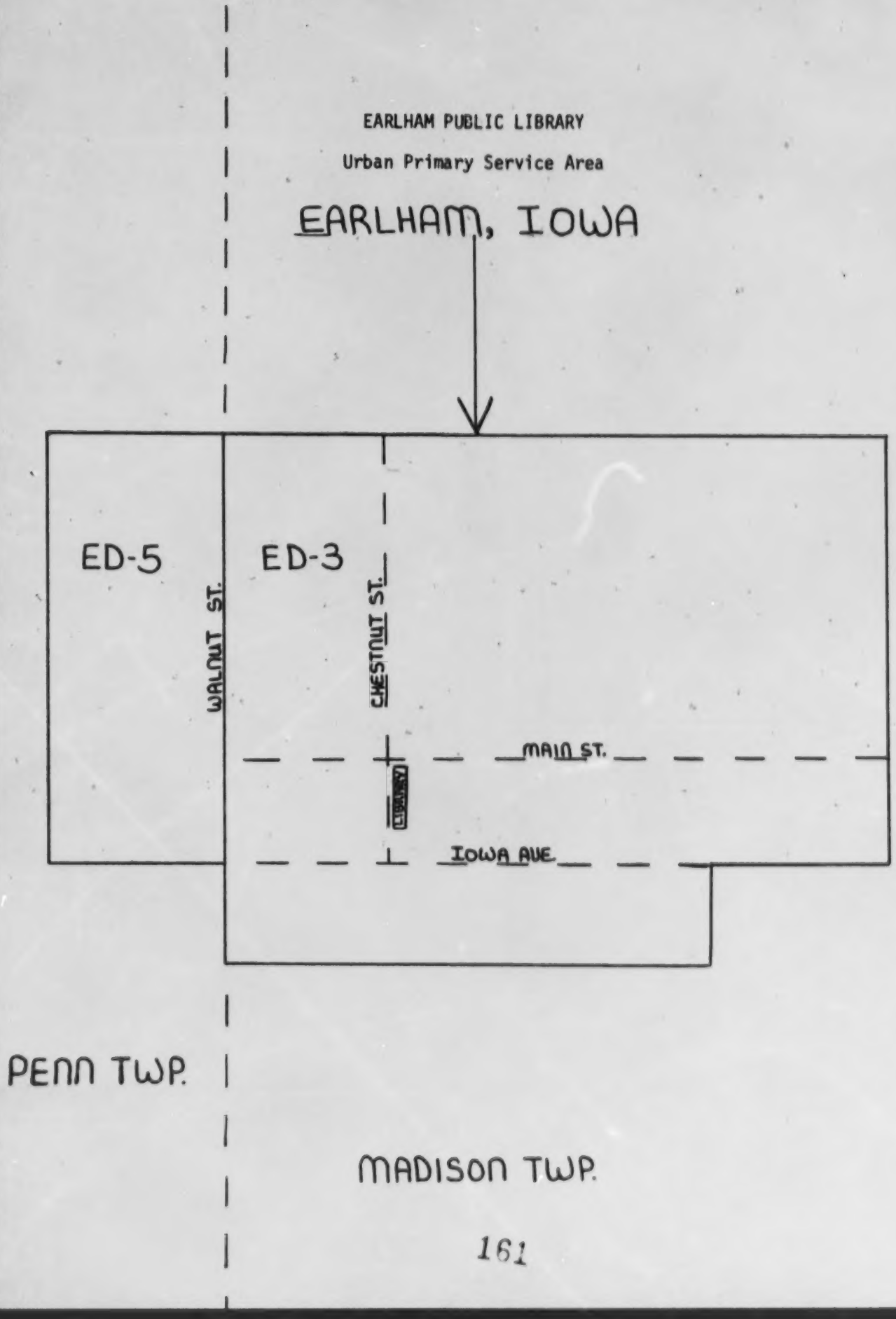
(2) Rural Primary Service Area (ED 4 - Madison Township, ED 6 - Penn Township, and ED 8 - Douglas Township) = 1181 people = 10.22% of Madison County population.

(3) Other Rural Madison County (ED 7 - Jackson township) = 297 people = 2.57% of Madison County population.

Note: The total of the urban and rural primary service area was 2155 people, or 18.6% of the Madison County population. Addition of the population of Jackson Township meant that the Earlham Public Library service area extended to 2452 people, or 21.21% of the 1970 Madison County population.

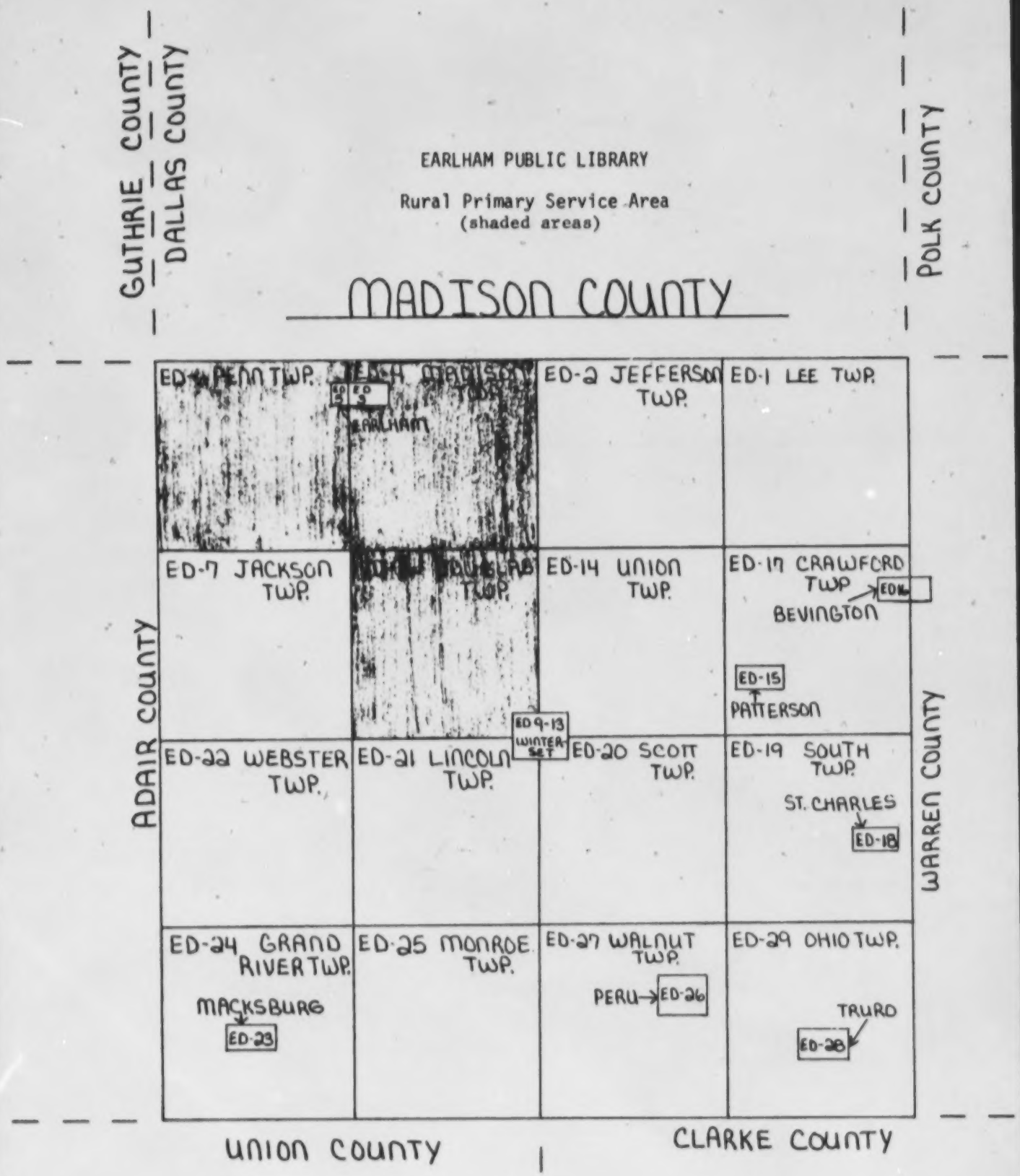
EARLHAM PUBLIC LIBRARY

Urban Primary Service Area



EARLHAM PUBLIC LIBRARY

Rural Primary Service Area
(shaded areas)



IV. The People of Madison County

Earlham Public Library
(2) Narratives and maps which provide brief summary comparisons of the user study, registration file sample, and census data.

During the user study a total of 127 individuals used the Earlham Public Library. A rough estimate indicated that a small percent of the total Madison County population actually used the Earlham Public Library during the user study:

$$\frac{\text{Users: (who were residents of Madison County): } 97}{\text{1970 total population (Madison County): } 11{,}558} = 0.8\%$$

A similar rough estimate for the Rural Primary Service Area indicated that a small percent of the current total population of the Rural Primary Service Area of the Earlham Public Library used the Earlham Public Library during the user study:

$$\frac{\text{Users (who were residents of ED 4, 6, 8,): } 27}{\text{1970 total population (ED 4, 6, 8): } 1181} = 2.3\%$$

The estimate for the Urban Primary Service Area indicated that a slightly larger percent of the current total population of the Urban Primary Service Area of the Earlham Public Library used the Earlham Public Library during the user study:

$$\frac{\text{Users (who were residents of ED 3, 5): } 69}{\text{1970 total population (ED 3, 5): } 974} = 7.1\%$$

On March 20, 1979 during review of the procedures and the results of the user study at the Earlham Public Library, the Director affirmed that 127 was the actual number of users during the study period. She said, "We just were not busy at that time, and maybe the weather had something to do with it."

The registration file sample revealed that 936 people were registered at the Earlham Public Library. A rough estimate indicated that a small percent of the total Madison County population was registered to use the Earlham Public Library:

$$\frac{\text{Registrants (who were residents of Madison County): } 697}{\text{1970 total population (Madison County): } 11{,}558} = 6.0\%$$

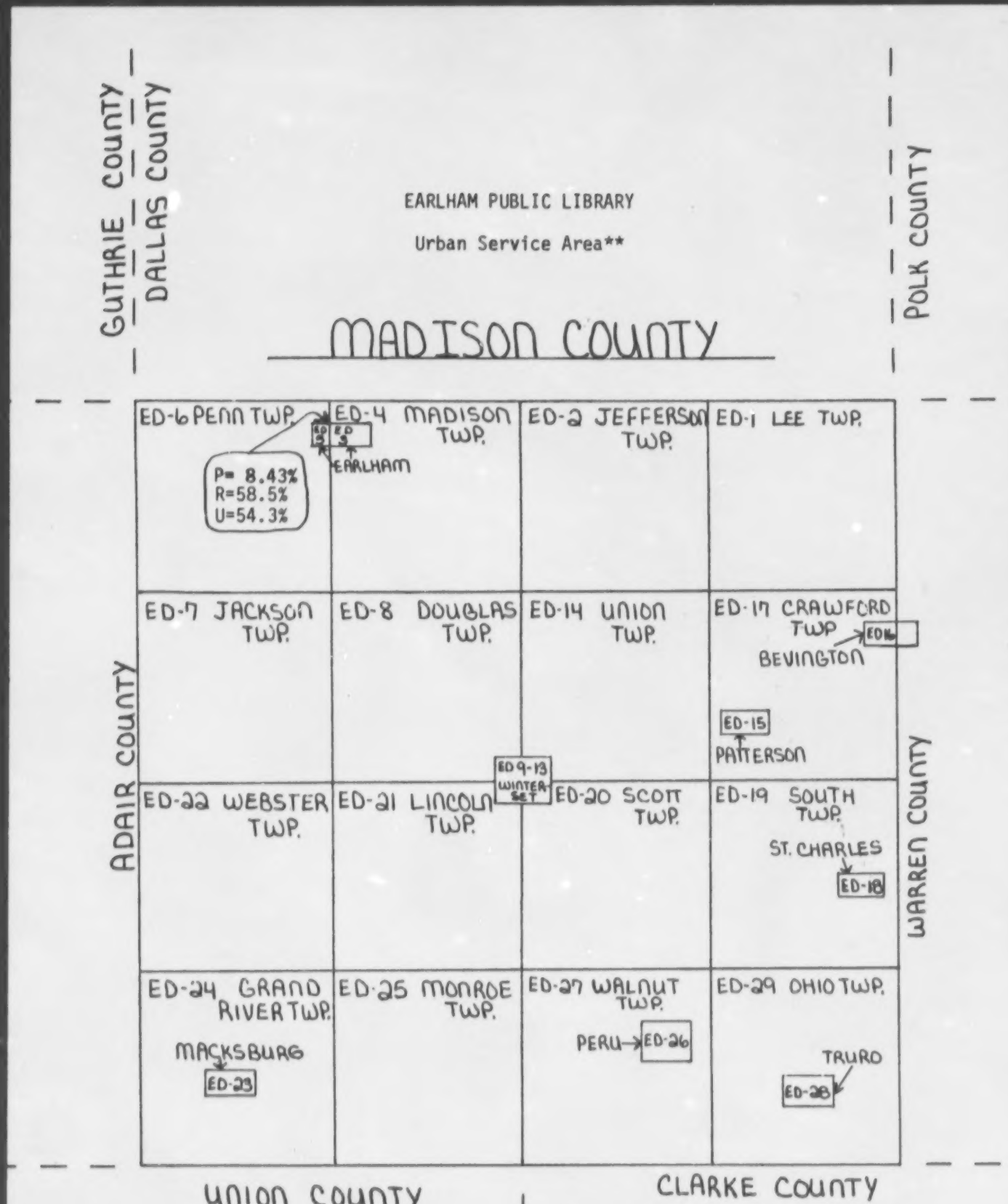
A rough estimate for the Rural Primary Service Area indicated that a slightly higher percent of the Rural Primary Service Area were registered at the Earlham Public Library:

$$\frac{\text{Registrants (who were residents of ED 4, 6, 8): } 139}{\text{1970 total population (ED 4, 6, 8): } 1181} = 11.8\%$$

The estimate for the Urban Primary Service Area indicated that a grossly higher percent of its population was registered at the Earlham Public Library:

$$\frac{\text{Registrants (who were residents of ED 3,5): } 548}{\text{1970 total population (ED 3,5): } 974} = 56.3\%$$

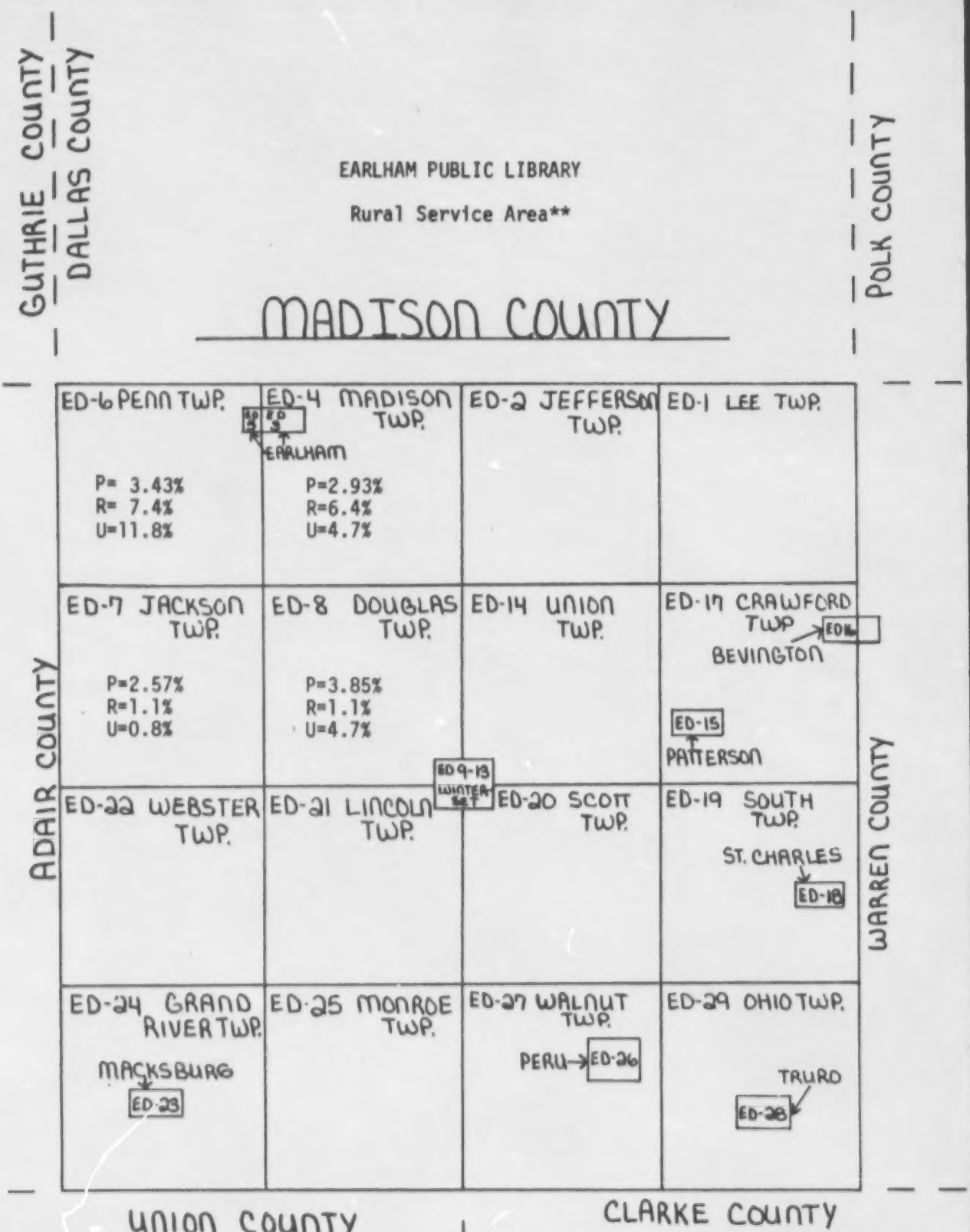
The maps on the following two pages indicate comparative distributions of the total population of Madison County in 1970, the registrants of the Earlham Public Library in March 1979, and users of the Earlham Public Library in March 1979. Both maps pertain only to people whose place of residence was within Madison County. The first map displays data regarding incorporated cities within Madison County - in other words, Urban Madison County. The next map displays data regarding rural townships within Madison County - in other words, Rural Madison County.



**P = Percent of total population Madison County, 1970.
R = Percent of all Registrants in March 1979.
U = Percent of all Users in March 1979.

EARLHAM PUBLIC LIBRARY

Rural Service Area**



**P = Percent of total population Madison County, 1970

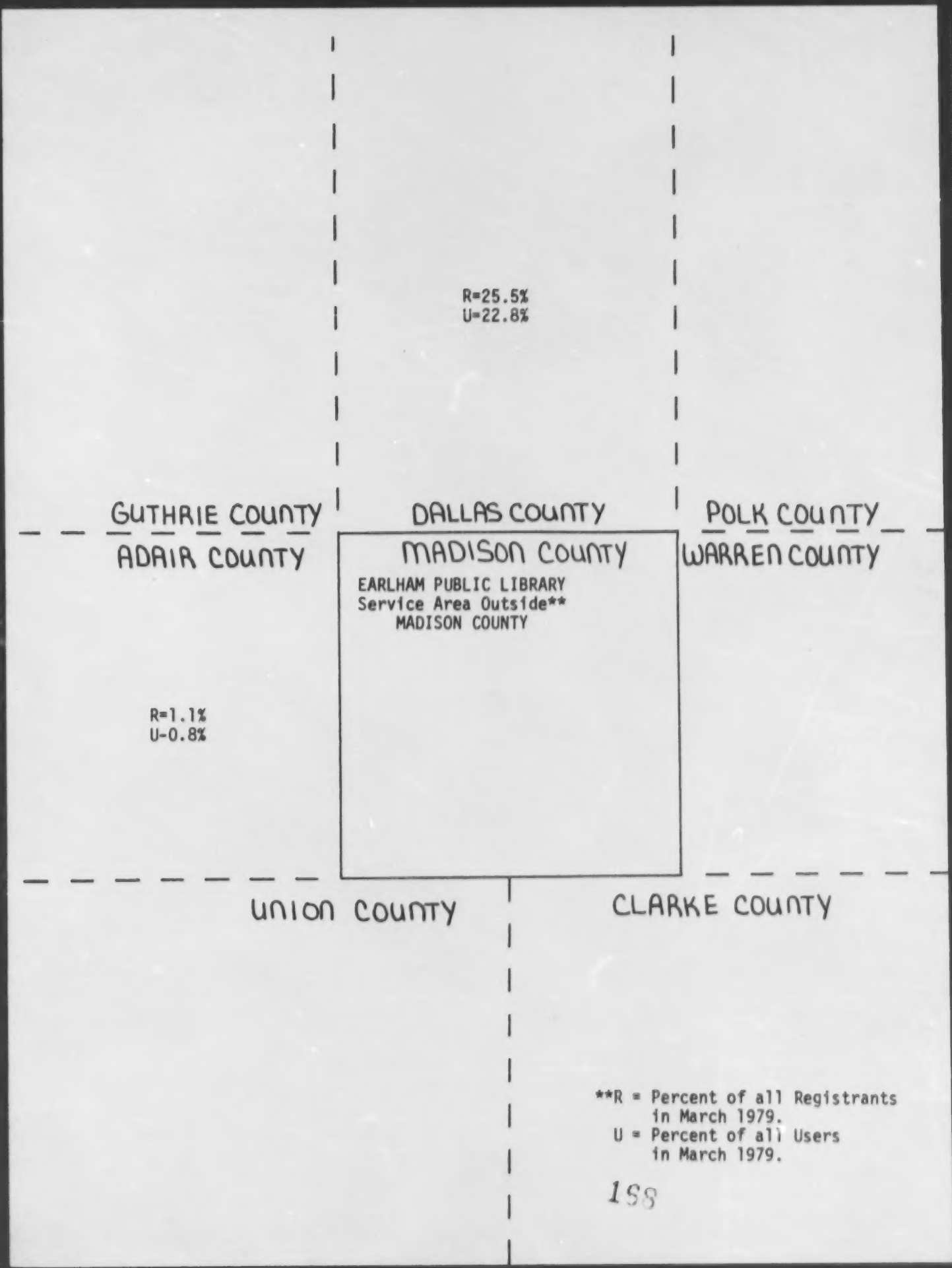
R = Percent of all Registrants in March 1979.

U = Percent of all Users in March 1979.

The map on page 156 indicates comparative distributions of registrants of the Earlham Public Library in March 1979, and users of the Earlham Public Library in March 1979. The map pertains only to people whose place of residence was outside Madison County.

Obviously, more people were registered at the library than used the library. However, distribution of registrants was generally close to that of users.

Detailed results of the user study and the registration file sample are listed in the next two sections, followed by comparison to census data.



**R = Percent of all Registrants in March 1979.
U = Percent of all Users in March 1979.

IV. The People of Madison County

Earlham Public Library
(3) Detailed results of the user study.

Adults constitute 64.6% of all users.
Juveniles constitute 35.4% of all users.

The geographic distribution of all users (Adults and Juveniles combined), from the place of residence of most users to the place of residence of the fewest users, is as follows:

Adults and Juveniles combined:

Earlham = 69/127 = 54.3% of all users
Dallas County = 29/127 = 22.8%
Penn Township = 15/127 = 11.8%
Madison Township = 6/127 = 4.7%
Douglas Township = 6/127 = 4.7%
Jackson Township = 1/127 = 0.8%
Adair County = 1/127 = 0.8%
Total: 127/127 = 100.0%

The geographic distribution of adult users, from the place of residence of most adult users to the place of residence of the fewest adult users, is as follows:

Adults:

Earlham = 43/127 = 33.9% of all users
Dallas County = 20/127 = 15.7%
Penn Township = 10/127 = 7.9%
Douglas Township = 4/127 = 3.1%
Madison Township = 3/127 = 2.4%
Jackson Township = 1/127 = 0.8%
Adair County = 1/127 = 0.8%
Total = 82/127 = 64.6%

The geographic distribution of juvenile users, from the place of residence of most juvenile users to the place of residence of the fewest juvenile users, is as follows:

Juveniles:

Earlham = 26/127 = 20.5% of all users
Dallas County = 9/127 = 7.1%
Penn Township = 5/127 = 3.9%
Madison Township = 3/127 = 2.4%
Douglas Township = 2/127 = 1.6%
Total = 45/127 = 35.4%

A. Distance from the library:

1. The place of residence of most (91.3%) users is less than five miles from the library:

Earlham = 69/127 = 54.3% of all users
Dallas County = 27/127 = 21.3%
Penn Township = 14/127 = 11.0%
Madison Township = 6/127 = 4.7%
Total = 116/127 = 91.3%

B. Location within Madison County:

1. The place of residence of most (76.4%) users is within Madison County:

Earlham = 69/127 = 54.3% of all users
Penn Township = 15/127 = 11.8%
Madison Township = 6/127 = 4.7%
Douglas Township = 6/127 = 4.7%
Jackson township = 1/127 = 0.8%
Total = 97/127 = 76.4%

2. The place of residence of 54.3% of all users is the city of Earlham.

Earlham = 69/127 = 54.3%

Within the city of Earlham, the geographic distribution of adult users, from the place of residence of most adult users, to the place of residence of fewest adult users is as follows:

Adults

ED 3 = 39/127 = 30.7% of all users
ED 5 = 4/127 = 3.1%
Total = 33.9%

Within the city of Earlham the geographic distribution of juvenile users, from the place of residence of most juvenile users to the place of residence of fewest juvenile users, is as follows:

Juveniles

ED 3 = 22/127 = 17.3% of all users
ED 5 = 4/127 = 3.1%
Total = 20.5%

3. The places of residence of 22.0% of all users are rural townships within Madison County:

Penn Township = 15/127 = 11.8% of all users
Madison Township = 6/127 = 4.7%
Douglas Township = 6/127 = 4.7%
Jackson Township = 1/127 = 0.8%
Total = 28/127 = 22.0%

Knowledge of the extent to which the Earlham Public Library is used by residents of rural townships within Madison County could be part of the decision-making process regarding allocation of county funds to the Earlham Public Library.

In the Spring of 1979 the Director of the Earlham Public Library began keeping track of circulation statistics in such a way that they revealed the proportion of borrowers whose place of residence was either in the city of Earlham or outside the city. These statistics did not distinguish between rural Madison County and other counties.

The Director mentioned that the library historically considered its service area as being the entire geographic area of the Earlham Community School District. This included the southern portion of Dallas County. She said that residents of The Earlham Community School district used to be the only ones considered eligible to use the Earlham Public Library. The philosophy was specifically applied when the library used to charge for registration cards. However the school district boundaries have not been used as guidelines to eligibility for services from the Earlham Public Library since 1975 when the library began to receive county funds. The Director said that, with regard to her new procedure of keeping track of circulation statistics, she probably did not distinguish between rural Madison County and other counties because she was accustomed to thinking of the rural area as extending into Dallas County.

RECOMMENDATION (Earlham and Truro):

That the library staff keep track of borrowers and circulation according to place of residence of borrower - i.e., distinguish between residents of the city in which the library is located, rural Madison County, other cities in Madison County, cities in other counties, and rural areas in other counties.

REASON:

Accurate and detailed records will indicate the extent of use of the library by people who reside in the city in which the library is located, other cities in Madison County, rural Madison County, etc. This evidence will be reason to revise or maintain current levels of financial support from the city and from Madison County.

4. There were no users from incorporated towns other than Earlham.

   This piece of data, combined with the same variable from the user studies at Truro and Winterset, is evidence that Earlham and Truro serve only the immediate cities and nearby rural areas - while Winterset does that and more. Winterset also serves residents of other incorporated towns within Madison County. In fact, residents from seven of the eight towns of Madison County used the Winterset Public Library during the user study. That total included residents from the towns which had their own libraries - Earlham and Truro and Winterset.

C. Location outside Madison County:

1. The places of residence of 23.6% of all users are counties which border Madison County:

   Dallas County = 29/127 = 22.8% of all users
   Adair County = 1/127 = 0.8%
   Total = 30/127 = 23.6%

IV. The People of Madison County

Earlham Public Library
(4) Detailed results of the
registration file sample.

Results of the registration file sample indicated that adults were 47.9% of all registrants, and juveniles were 52.1% of all registrants. The user study indicated that adults were 64.6% of all users, and juveniles were 35.4% of all users. Apparently, adults registrants were more likely to use the library than were juvenile registrants.

The occupational status and place of residence of adult registrants are shown on pages 164 & 165. Place of residence of juvenile registrants is shown on page 166.

Adults in the labor force constituted only 12.8% of all registrants. One half of the adult registrants in the labor force resided in the city of Earlham.

Adults not in the labor force constituted 30.8% of all registrants. Adults not in the labor force whose occupation was housewife constituted 22.3% of all registrants. Slightly more than half of those housewives resided in the city of Earlham, as did most of the other adults not in the labor force.

Perhaps the hours and days when the library was open for business contributed to the higher rate of registration (and probably use) by adults not in the labor force.

The geographic distribution of all registrants (adults and juveniles combined), from the place of residence of most registrants to the place of residence of the fewest registrants, is as follows:

Adults and Juveniles combined:

Earlham = 55/94 = 58.5% of all registrants
Dallas County = 23/94 = 25.5%
Penn Township = 7/94 = 7.4%
Madison Township = 6/94 = 6.4%
Douglas Township = 1/94 = 1.1%
Jackson Township = 1/94 = 1.1%
Adair County = 1/94 = 1.1%
Total = 94/94 = 100.0%

The geographic distribution of adult registrants, from the place of residence of most adult registrants to the place of residence of the fewest adult registrants, is as follows:

Adults

Earlham = 27/94 = 28.7% of all registrants
Dallas County = 10/94 = 10.6%
Penn Township = 5/94 = 5.3%
Madison Township = 3/94 = 3.2%
Total = 45/94 = 47.9%

The geographic distribution of juvenile registrants, from the place of residence of most juvenile registrants, to the place of residence of the fewest juvenile registrants, is as follows:

Juveniles

Earlham = 28/94 = 29.8% of all registrants
Dallas County = 13/94 = 13.8%
Madison Township = 3/94 = 3.2%
Penn Township = 2/94 = 2.1%
Douglas Township = 1/94 = 1.1%
Jackson Township = 1/94 = 1.1%
Adair County = 1/94 = 1.1%
Total = 49/94 = 52.1%

The place of residence of 58.5% of all registrants is the city of Earlham. Within the city of Earlham, the geographic distribution of adult registrants, from the place of residence of most adult registrants to the place of residence of the fewest adult registrants, is as follows:

Adults

ED 3 = 18/94 = 19.1% of all registrants
ED 5 = 9/94 = 9.6%
Total = 27/94 = 28.7%

Within the city of Earlham, the geographic distribution of juvenile registrants, from the place of residence of most juvenile registrants to the place or residence of the fewest juvenile registrants, is as follows:

Juveniles

ED 3 = 18/94 = 19.1% of all registrants
ED 5 = 10/94 = 10.6%
Total = 28/94 = 29.8%

EARLHAM PUBLIC LIBRARY

Registration File Sample:

Occupation and place of residence of Adult Registrants who are in the Labor Force -- as a percent of all Adult registrants.

ED#	NAME OF TOWN, COUNTY OR TOWNSHIP	Professional and Technical	Farmers and Farm Managers	Managers, Officials and Proprietors Except Farm	Clerical and Kindred	Sales Workers	Crafts-men, Foremen and Kindred	Opera-tives and Kindred	Service Workers Including Private Household	Farm Laborers and Farm Foremen	Lab Exc M a Fa
9	WINTERSET										
10	WINTERSET										
11	WINTERSET										
12	WINTERSET										
13	WINTERSET										
3	EARLHAM				2.2%			2.2%	4.4%		
5	EARLHAM						2.2%	2.2%			
15	PATTERSON										
18	ST. CHARLES										
23	MACKSBURG										
26	PERU										
28	TRURO										
	COUNTY - - -										
	DALLAS	4.4%				2.2%					
	POLK										
	WARREN										
	UNION										
	ADAIR										
	GUTHRIE										
	TOWNSHIP - - -										
1	LEE										
2	JEFFERSON										
4	MADISON				2.2%						
6	PENN		4.4%								
7	JACKSON										
8	DOUGLAS										
14	UNION										
17	CRAWFORD										
19	SOUTH										
20	SCOTT										
21	LINCOLN										
22	WEBSTER										
24	GRAND RIVER										
25	MONROE										
27	WALNUT										
29	OHIO										
	SUBTOTAL	4.4%	4.4%		4.4%	2.2%	2.2%	4.4%	4.4%		
	TOTAL	26.7% of Adult Registrants									

ADULTS IN LABOR FORCE = 26.7% of Adult Registrants

NOTE: ADULT REGISTRANTS = 47.9%
JUVENILE REGISTRANTS = 52.1%

TOTAL - - - - - - 100.0%

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EARLHAM PUBLIC LIBRARY

Registration File Sample:

Occupation and place of residence of adult registrants who are not in the Labor Force -- as a percent of all adult registrants.

NAME OF TOWN, COUNTY OR TOWNSHIP ED#	HOUSEWIFE	HOMEMAKER	MOTHER	WIDOW	VOLUNTEER	RETIRED	STUDENT	MILITARY	UNKNOWN	UNEMPLOYED
9 WINTERSET										
10 WINTERSET										
11 WINTERSET										
12 WINTERSET										
13 WINTERSET										
3 EARLHAM	17.8%			4.4%		6.7%		2.2%		
5 EARLHAM	11.1%								4.4%	
15 PATTERSON										
18 ST. CHARLES										
23 MACKSBURG										
26 PERU										
28 TRURO										
COUNTY - - -										
DALLAS	8.9%			2.2%			2.2%		2.2%	
POLK										
WARREN										
UNION										
ADAIR										
GUTHRIE										
TOWNSHIP - - -										
1 LEE										
2 JEFFERSON										
4 MADISON	2.2%								2.2%	
6 PENN	6.7%									
7 JACKSON										
8 DOUGLAS										
14 UNION										
17 CRAWFORD										
19 SOUTH										
20 SCOTT										
21 LINCOLN										
22 WEBSTER										
24 GRAND RIVER										
25 MONROE										
27 WALNUT										
29 OHIO										
SUBTOTAL	46.7%			6.7%		6.7%	2.2%	2.2%	8.9%	
TOTAL	64.4% of Adult Registrants								8.9% of Adult Registrants	

ADULTS NOT IN LABOR FORCE = 64.4% of Adult Registrants

NOTE: ADULT REGISTRANTS = 47.9%
JUVENILE REGISTRANTS = 52.1%

TOTAL - - - - - 177 100.0%

EARLHAM PUBLIC LIBRARY

Registration File Sample:

Place of residence of juvenile registrants - as a percent of all juvenile registrants.

ED#	NAME OF TOWN, COUNTY OR TOWNSHIP	JUVENILES - % of Juvenile Registrants
9	WINTERSET	
10	WINTERSET	
11	WINTERSET	
12	WINTERSET	
13	WINTERSET	
3	EARLHAM	36.7%
5	EARLHAM	20.4%
15	PATTERSON	
18	ST. CHARLES	
23	MACKSBURG	
26	PERU	
28	TRURO	
	COUNTY - - -	
	DALLAS	26.5%
	POLK	
	WARREN	
	UNION	
	ADAIR	2.0%
	GUTHRIE	
	TOWNSHIP - - -	
1	LEE	
2	JEFFERSON	
4	MADISON	6.1%
6	PENN	4.1%
7	JACKSON	2.0%
8	DOUGLAS	2.0%
14	UNION	
17	CRAWFORD	
19	SOUTH	
20	SCOTT	
21	LINCOLN	
22	WEBSTER	
24	GRAND RIVER	
25	MONROE	
27	WALNUT	
29	OHIO	
	SUBTOTAL	100.0%
	TOTAL	100.0% of Juvenile Registrants

NOTE: ADULT REGISTRANTS = 47.9%
JUVENILE REGISTRANTS = 52.1%

TOTAL - - - - - - - = 100.0%

IV. The People of Madison County

Earlham Public Library
(5) Details about pertinent
census data.

Urban Primary Service Area

In 1970 Earlham had the highest educational level and the highest median income range of any city in the county. These factors, combined with the fact that Earlham had a high percent of its population who were either under five or age five to thirteen, and the fact that the entire population of Earlham steadily increased during the 1970's all contributed to the likelihood that a high percent of adults who lived in Earlham in 1979 would be interested in using the Earlham Public Library.

In March 1979 adult (age 20 and over) residents of the city of Earlham constituted 28.7% of all registrants, and 33.9% of all users at the Earlham Public Library. An estimate based on the registration file sample indicated that 269 adults, or approximately 27.6% of the 1970 adult population of Earlham, were registered at the library. However, the actual number (43) of adults from Earlham who used the library in March 1979 constituted only 4.4% of the 1970 adult population of Earlham. As noted earlier, the Director explained the relatively low turn out as follows: "We just were not busy at that time, and maybe the weather had something to do with it."

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION:

That consideration be given to special design and/or special delivery of library services for grouping in the Urban Primary Service Area:

Earlham:
- people in group quarters;
- women not in the labor force; and
- employed (especially professional and technical workers).

All three libraries:
- people age 65 and over;
- people of foreign stock and with a mother tongue other than English (especially people of German ancestry).

Age Characteristics

In 1970 those age 65 and over constituted 17.5% of the Earlham population. This was slightly more than the comparable figure (17.0%) for the entire county.

It is likely that people age 65 and over are now an even greater percent of Earlham's total population. Some of the implications for library services include provision of large print books. What about home delivery or other services adjusted to suit the needs of this age group?

Family Structure

Earlham had only 2.7% of its population in group quarters in 1970. They resided at that time in the west end of town - probably in the nursing home. Is there a need for outreach of library services to residents of the nursing home?

Earlham had no single parent families in 1970. Of Earlham's population, 41.4% were under 18. This was highest among the most populous cities of Madison County, and was more than the comparable figure (32.0%) for the entire county.

In 1970, 13.1% of Earlham's population age 14 and older was widowed. Most of them lived in the western part of town - probably in the nursing home.

Education Characteristics

Those enrolled in school constituted slightly less (24.1%) of Earlham's population than the comparable figure (24.9%) for the entire county, but more than the other library towns (Truro = 19.6%; Winterset = 22.3%). Of the Earlham population enrolled in school 3.0% were enrolled in college. This was more than the comparable figure for the entire county (2.2%) or the other two library towns (Truro = -; Winterset = 2.5%). St. Charles was the only city with more enrolled in college (6.0%).

The education level (years of school completed) of Earlham's population 25 and older was the highest of any city in the county, and much higher than the county average. More of Earlham's population 25 and older had at least some high school (64.6%) or some college (21.2%) than was true of the same age grouping throughout the entire county (60.6% and 14.2%, respectively). Also, Earlham had more (76.3%) high school graduates and college educated than the entire county (59.1%). Earlham had only 17.5% with an elementary level education - less than the other two library towns (Truro = 47.3%; Winterset = 26.5%) or the entire county (25.0%).

The presence of students, and adults with some college education, indicated likely use of the library - at least in the early 1970's.

Economic Characteristics

The income of families in Earlham in 1970 was generally more than that of families in any other city in the county. Earlham had relatively few (18.1%) families with low income (less than $5000), and many (66.6%) families above the county-wide median income ($7712). In fact, 11.3% of Earlham's families had incomes in the $15,000-24,999 range. This boded well for use of traditional public library services.

In 1970, Earlham had 27.8% of its population 16 and older who were women not in the labor force and not inmates of an institution. The registration file sample conducted in March, 1979, revealed that of all adult registrants (age 20 and over) from the city of Earlham, 48.1% were housewives. However, the number of housewives from Earlham who were registered at the Earlham Public Library in March 1979 amounted to about 21.6% of the number of adults age 20 and over who lived in Earlham in 1970. It is possible that more housewives could be reached by the library. As noted elsewhere in the report there are many women's groups in the city of Earlham, and perhaps they could be used as mediums for extension of library services to more women.

The registration file sample indicated that only 6.4% of all registrants were adults in the labor force who lived in the city of Earlham. None were in the Professional and Technical career field, although that career field represented 7.4%

of the 1970 total employed 16 and older. Perhaps the adults in the labor force were less represented among library registrants because the adults in the labor force commuted outside the county to work. It might be necessary to adjust library hours in order to increase use of the library by adults in the labor force.

In addition to commuting outside the county to work, many adults in Madison County commute to Des Moines for shopping. However their trips to Des Moines do not have to be made during ordinary working hours because shopping centers in Des Moines are open evenings and weekends. The convenience of shopping centers in Des Moines has upset traditional shopping habits of farmers in Madison County. They are not so dependent on the retail outlets in nearby small towns, and therefore postpone consumer purchases till they feel ready to go shopping - on an evening or weekend.

This phenomenon is also occurring near other large urban areas in Iowa. One result is loss of money from the less populated counties.

In September 1979, Jon Elam, City Administrator for five southwestern Minnesota towns, said during a talk reported in the Des Moines Register on September 16, 1979 that small towns were wrong to bet their futures on being bedroom communities. He encouraged local government officials, business leaders and bankers to cooperatively develop incentives such as special tax valuation districts in order to create a more prosperous environment for local businesses, and eventually draw the consumers back to the local area.

Libraries could participate in such an effort by being open to the public on weekends and evenings. This would benefit the libraries, those who use the libraries, and the entire community - which needs all possible help to attract consumers and increase local economic activity.

Other

Foreign Stock/Mother Tongue

A very small percent (2.9%) of Earlham's total population was of foreign stock. All were second generation. The country of origin of most (1.1%) was Germany. Earlham also had 1.7% of its total population with a mother tongue of German. This was slightly more than the entire county. Only two other cities (Winterset and Truro) had any who reported German as their mother tongue. The library could explore cooperative arrangement with the libraries at Winterset and Truro whereby materials pertinent to Germany could be acquired and shared by all three libraries.

Place of Residence, 1965 and 1970

Of Earlham's population age five years and older at the time of the 1970 census, 42.1% lived in the same house as in 1965. This was considerably less than the comparable figure (60.5%) for the entire county. Many people had moved to Earlham - either from elsewhere within Madison county (38.4%), the state (18.9%) or nation (9.9%). All these figures were greater than those comparable for the entire county. Apparently the trend of population movement to the city of Earlham continued during the 1970's. What are the implications for library service?

Rural Primary Service Area

A high educational level (especially in Penn Township) combined with a median income range the same level as that of the entire county could have led to increased use of the library by adults from the Rural Primary Service Area. However, the extraordinarily high percent (32.9%) of families with a low income (less than $5,000) detracted from the likelihood of increased use of the library by adults from the Rural Primary Service Area.

In March 1979 adult (age 20 and older) residents of the Rural Primary Service Area of the Earlham Public Library constituted 13.4% of all users of the library. This amounted to approximately 2.2% of the available adult residents of the Rural Primary Service Area - according to the 1970 census.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION

That consideration be given to special design and/or special delivery of library services for groupings in the Rural Primary Service Area:

Earlham:
- people in group quarters (Douglas Township);
- people of foreign stock and with a mother tongue other than English (especially people of German ancestry).

All three libraries:
- women not in the labor force; and
- farmers.

Age Characteristics

The percent (34.44%) of the Rural Primary Service area population under age 19 was almost identical to the comparable figure for the entire county.

The rural Primary Service Area had a smaller share (12.70%) of its population aged 65 and over than was true of the entire county (comparable figure = 17.0%).

However, those age 35-64 constituted a greater share (39.45%) of the Rural Primary Service Area population than was true of the same age group for the entire county (comparable figure = 33.8%). This indicated potential for a proportionately more aged population in the Rural Primary Service Area - or a possible source of many who in later years would move their place or residence to the city of Earlham.

Family Structure

People in group quarters constituted 4.9% of the population of the Rural Primary Service Area in 1970. All these people were in Douglas Township - probably in the nursing home just north of Winterset.

There were no single parent families in the Rural Primary Service Area. (However, see Other Rural Madison County: Jackson Township.)

Those under 18 constituted a slightly smaller percent (29.5%) of the population of the Earlham Rural Primary Service Area than was true of the same age group throughout the entire county (comparable figure = 32.0%).

The Earlham RPSA had 8.8% of its population who were widowed. This was less than the comparable figure (10.2%) for the entire county, but more than the Rural Primary Service Areas of Winterset (8.5%) or Truro (4.5%). It should be noted that most of the widowed residents of Earlham RPSA lived in Douglas Township - probably in the nursing homes near Winterset. Also, county-wide, widowed people generally lived in the cities rather than the rural townships.

Education Characteristics

Those enrolled in school constituted a greater share (27.6%) of the Earlham RPSA population than the comparable figure (24.9%) for the entire county. Of those enrolled in school, more were enrolled in college (3.5%) than the comparable figure (2.2%) for the entire county. However, fewer were enrolled in kindergarten or elementary school than was comparable for the entire county.

The education level (years of school completed) of the RPSA population age 25 and older included 14.4% college educated, which was about the same as the comparable figure (14.2%) for the entire county - but considerably more than those of the RPSAs at Winterset (7.7%) or Truro (7.9%).

High school graduates without college education constituted 46.1% of the RPSA population in 1970 - slightly more than the comparable figure (44.9%) for the entire county.

These factors indicated fairly high use of traditional public library services in 1970 and for at least a few more years, but after that a possible decline in the number of students and people with a high school or college education - and with that a decline in use of the public library.

Economic Characteristics

Families in the Earlham RPSA had a median income range ($7000-7999) comparable to the median income ($7712) of the entire county. However, a significant share (32.9% of the Earlham RPSA families had low incomes (less than $5000). Those people were not likely to use traditional public library services.

The Rural Primary Service Area also had a high percent (32.4%) of women who were not in the labor force and not inmates of an institution. The registration file sample indicated that, of all adult registrants (age 20 and over) from the Earlham RPSA, 50.0% were housewives. However, the number of housewives from the Earlham RPSA who were registered at the Earlham Public Library in March 1979 amounted to about 5.2% of the number of adults age 20 and over who lived in the Earlham RPSA in 1970. Perhaps more women from the Earlham RPSA would register at and use the Earlham Public Library in response to a public relations effort by the library - involving women's groups and church groups. See recommendation on page 133.

In 1970, farmers and farm managers or farm laborers and farm foremen constituted 50.8% of the total employed 16 and older in the Rural Primary Service Area. The registration file sample indicated that only 2.1% of all registrants were in those occupational categories and also residents of the Rural Primary Service Area. What kept those farmers away from the library? Lack of awareness of library services? Lack of formal education? Previous unpleasant experience at a library? Inconvenience of library hours? The library could investigate and discover the answers. Perhaps the result would be collection development in subject areas of professional interest to farmers, and adjustment of library hours.

Other

Automobiles Available

As was true within the city of Earlham, a high percent of occupied housing units in the Rural Primary Service Area had no automobile available in 1970. Perhaps transportation is a problem which affects use of the library by residents of the Rural Primary Service Area.

Foreign Stock/Mother Tongue

Those of foreign stock constituted a small share (4.5%) of the Earlham RPSA population, but slightly more than was comparable (4.0%) for the entire county. Germany was the country of origin of 2.1% of the people - more than any other country. Also, German was the mother tongue of 1.8% of the RPSA population.

Place of Residence, 1965 and 1970

Of the Earlham RPSA population age five years and older in 1970, a greater share (64.5%) lived in the same house as in 1965 than was comparable (60.5%) for the entire county. Also, more (22.5%) lived in the same county than was comparable (18.2%) for all of Madison County. Residents of the Earlham RPSA tended to stay put. This offered potential for development of long-term relationships between library personnel and residents of the RPSA. Knowledge of one another, and friendship, would make it easier to customize library services.

Commuted to Work

The township was the level at which data was reported about commuting to work. County-wide, of the total employed age 16 and older, 22.1% commuted to work outside Madison County. Generally the northern and eastern townships had even more of their workers commuting to work outside the county. This was true of Madison and Penn townships - both within the Rural Primary Service Area of the Earlham Public Library. Madison had 36.3%, and Penn had 27.9% who commuted outside the county to work.

Apparently even more of the work force commutes outside the county now than in 1970. Adjustment of library hours might make it easier for such commuters to use the library. What else could be done?

Other Rural Madison County

Jackson Township

The low educational level, low income, and low percent of the population under 18 in 1970 indicated that residents of Jackson Township were not likely to use the library. The fact that all occupied housing units in Jackson Township apparently had automobiles available could mean that some of the low income families were actually wealthy people whose reported income was low because of non-taxable investments. As noted, in March 1979 there were no adult registrants from Jackson Township. The one juvenile registrant from Jackson Township constituted 1.1% of all registrants. One adult from Jackson Township used the library (0.8% of all users). No juveniles from Jackson Township used the library.

Jackson Township also had a high percent of single parent families. Perhaps the staff of the Earlham Public Library could consult with the staff at the Earlham Care Program or the County Department of Social Services to learn whether the number of single parent families has increased since 1970.

RECOMMENDATION (Earlham):

That consideration be given to special design and/or special delivery of library services to single parent families in Jackson Township.

IV. The People of Madison County:

Truro Public Library
(1) Narrative description - and maps,
of the urban and rural
primary service areas.

The Urban Primary Service Area was determined to be the city of Truro (ED 28). In fact, Truro was the only city listed as place of residence of any users at the Truro Public Library.

The Rural Primary Service Area was determined to be the following group of rural townships: South (ED 19); Walnut (ED 27); and Ohio (ED 29).

No other rural townships in Madison County were listed as place of residence of any users of the Truro Public Library.

Outside Madison County the service area included the southwestern part of Warren County, and the northwestern part of Clarke County.

The 1970 population data for the Truro Public Library was as follows:

(1) Urban Primary Service Area (city of Truro) = 359 people = 3.11% of Madison County population.

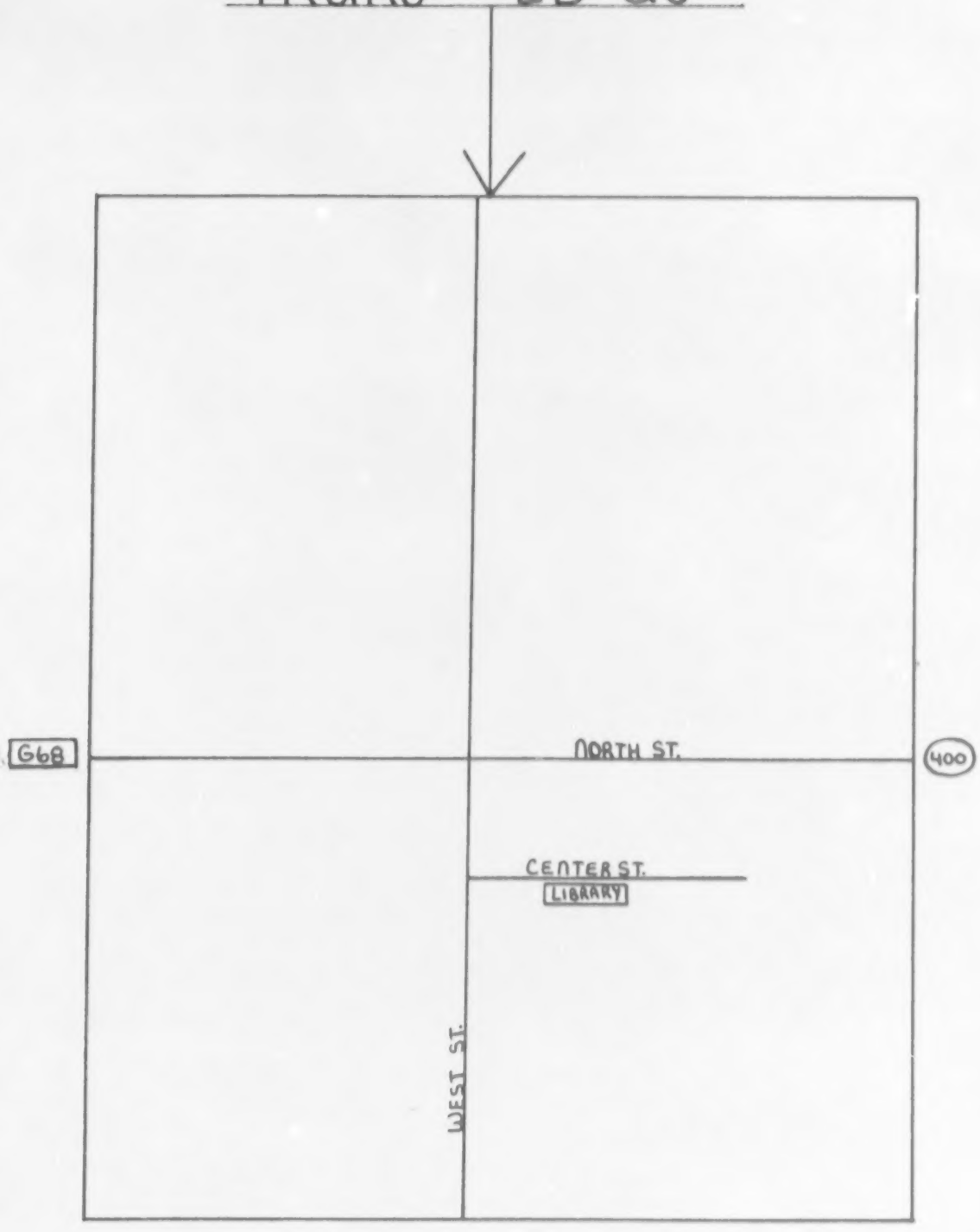
(2) Rural Primary Service Area (ED 19 - South Township; ED 27 - Walnut Township; and ED 29 - Ohio Township) = 1177 people = 10.18% of Madison County population.

Note: The total of the urban and rural primary service areas was 1536 people, or 13.29% of the Madison County population.

TRURO PUBLIC LIBRARY

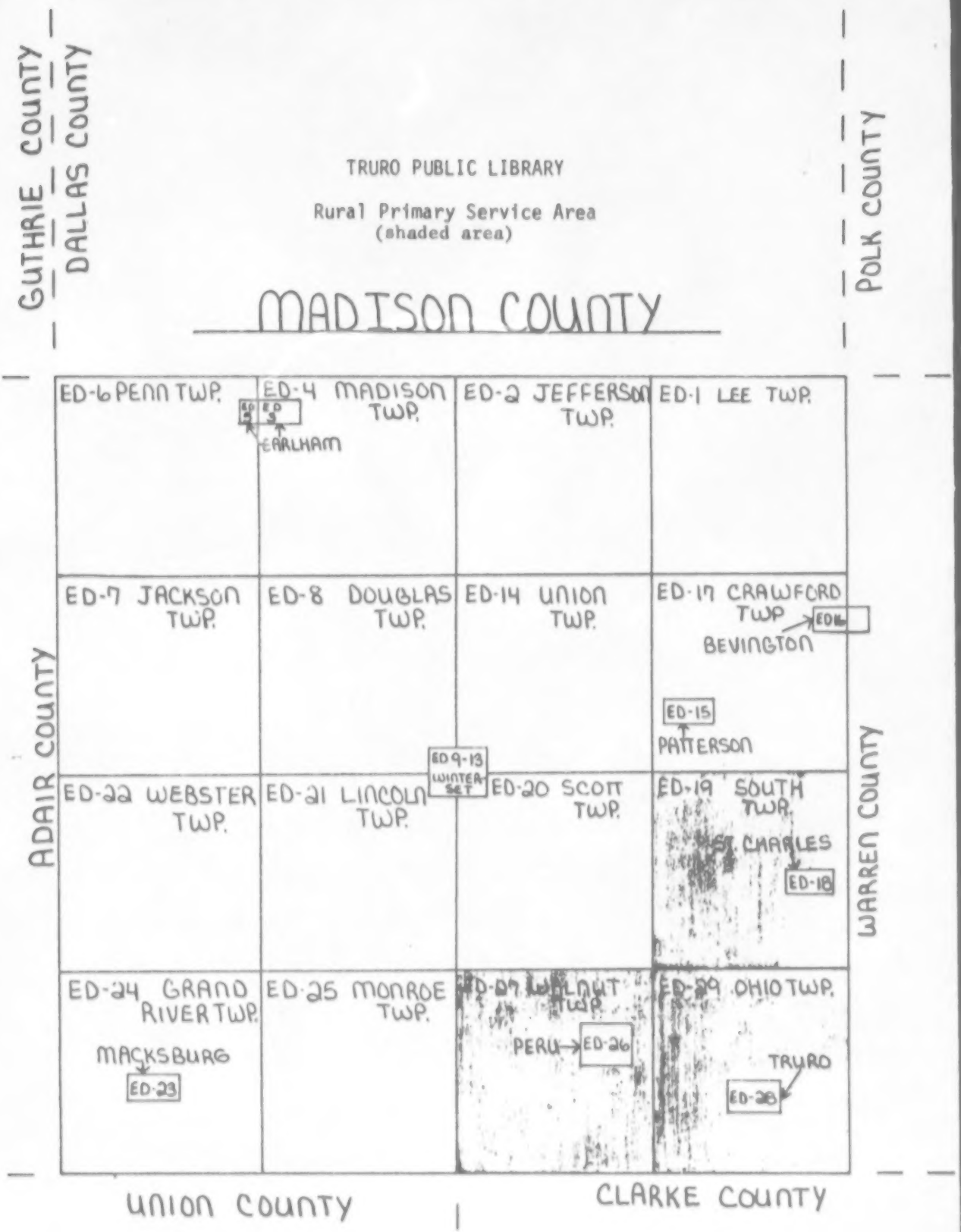
Urban Primary Service Area

TRURO — ED-28



TRURO PUBLIC LIBRARY

Rural Primary Service Area
(shaded area)



IV. The People of Madison County:

Truro Public Library
(2) Narratives and maps which provide
brief summary comparisons of the
user study and census data.

During the user study a total of 158 individuals used the Truro Public Library. A rough estimate indicated that a small percent of the current total Madison County population used the Truro Public Library during the user study:

$$\frac{\text{Users (who were residents of Madison County): } 151}{\text{1970 total population (Madison County): } 11{,}558} = 1.3\%$$

Although small, the percent was larger than the percent of the Madison County population which used the Earlham Public Library during the same time period.

A similar rough estimate for the Rural Primary Service Area indicated the percent of the current total population of the Rural Primary Service Area of the Truro Public Library which used the Truro Public Library during the user study:

$$\frac{\text{Users (who were residents of ED 19, 27, 29): } 64}{\text{1970 total population (ED 19, 27, 29): } 1177} = 5.4\%$$

This was also larger than the comparable figure for Earlham, but less than that of Winterset.

The rough estimate for the Urban Primary Service Area indicated the percent of the current total population of the Urban Primary Service Area of the Truro Public Library which used the Truro Public Library during the user study:

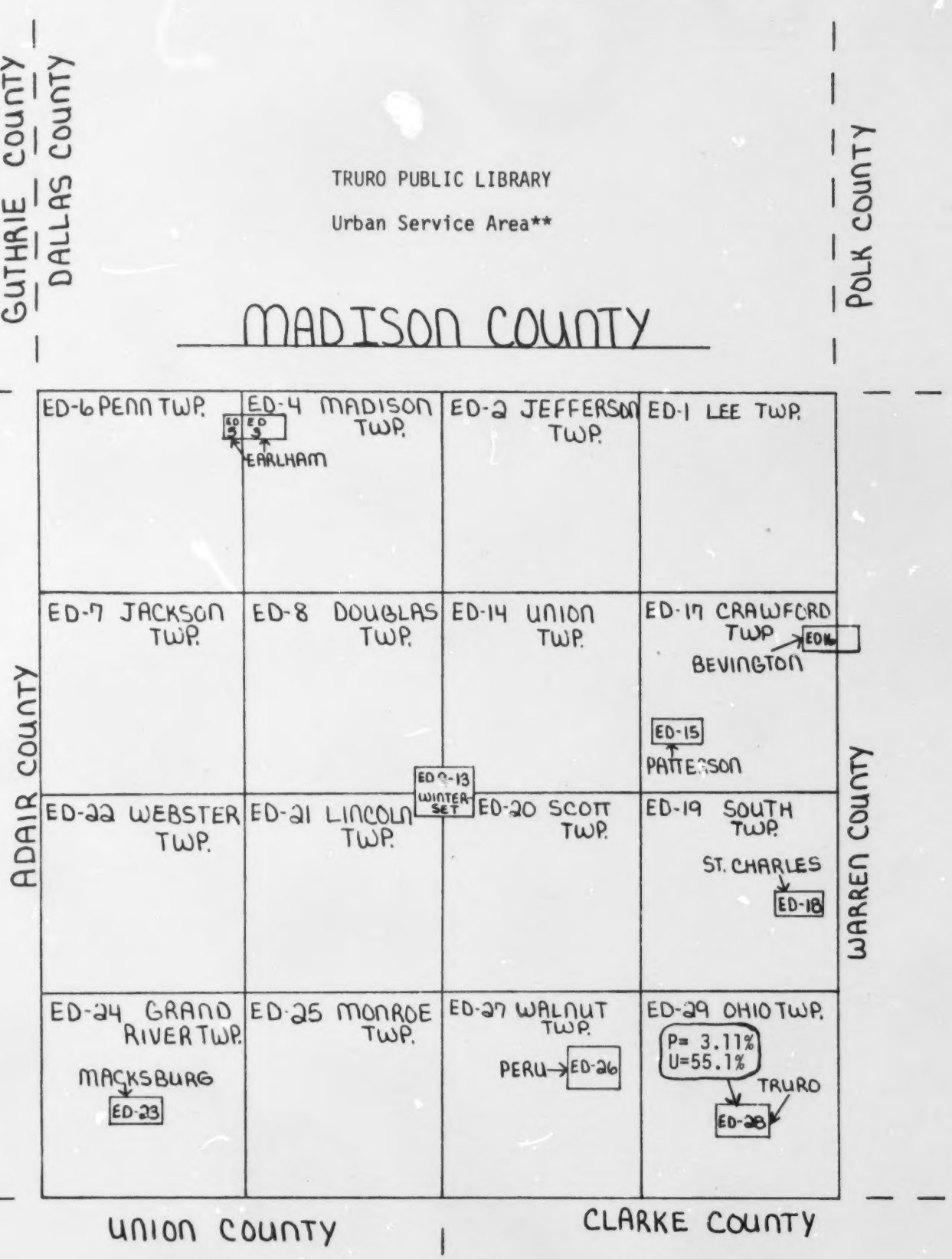
$$\frac{\text{Users (who were residents of ED 28): } 87}{\text{1970 total population (ED 28): } 359} = 24.2\%$$

This was considerably more than the comparable figure at Earlham or Winterset. Truro had the smallest population of the three cities.

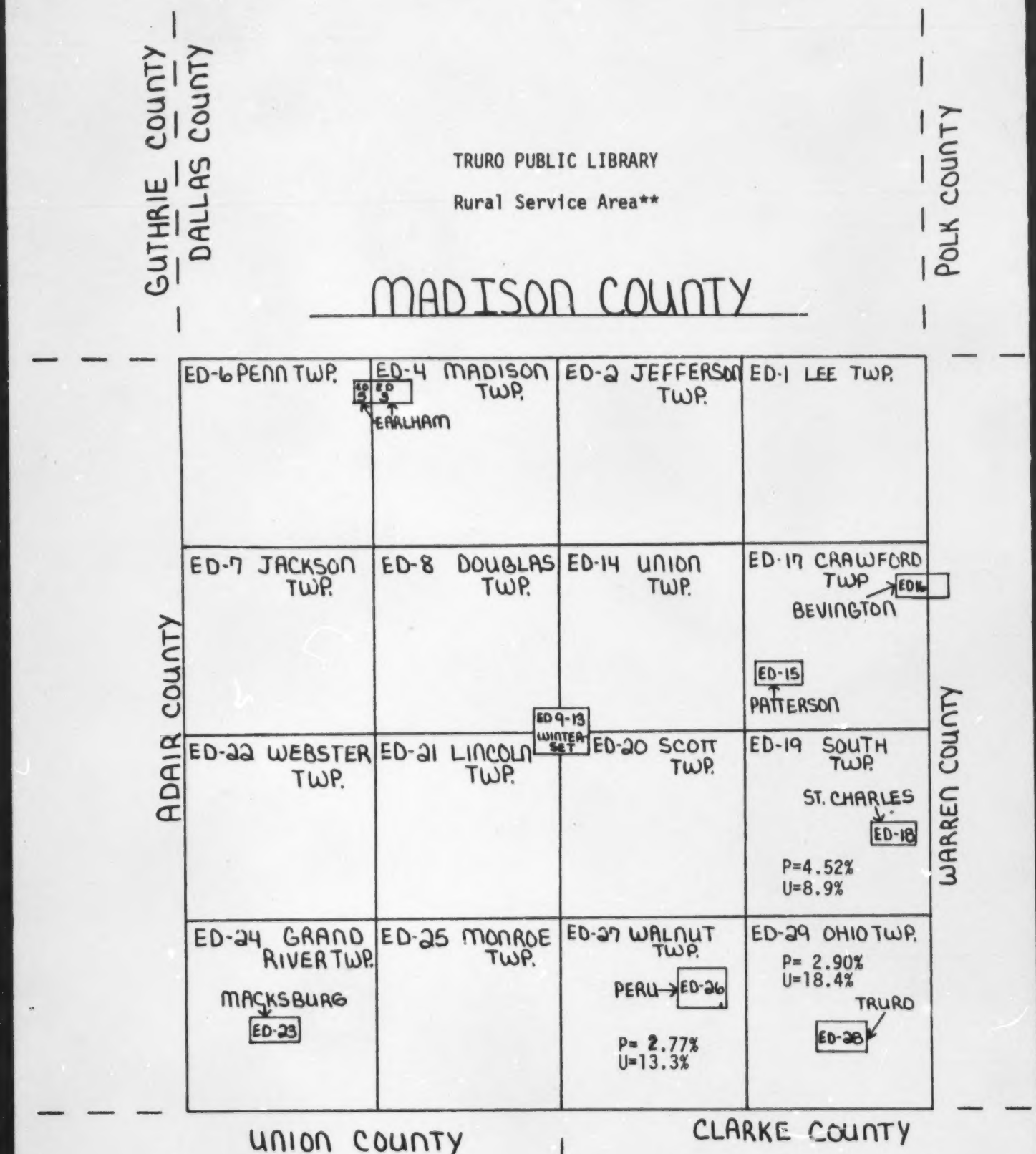
On March 20, 1979 during review of the procedures and results of the user study at the Truro Public Library, the Director affirmed that 158 was the number of individuals who used the Truro Public Library during the user study. The Truro Public Library had more users than Earlham Public Library despite having been open half as many hours.

The maps on the following two pages indicate comparative distributions of the total population of Madison County in 1970, and users of the Truro Public Library in March 1979. The maps pertain only to people whose place of residence was within Madison County. The first map displays data regarding incorporated cities within Madison County - in other words, Urban Madison County. The next map displays data regarding rural townships within Madison County - in other words, Rural Madison County.

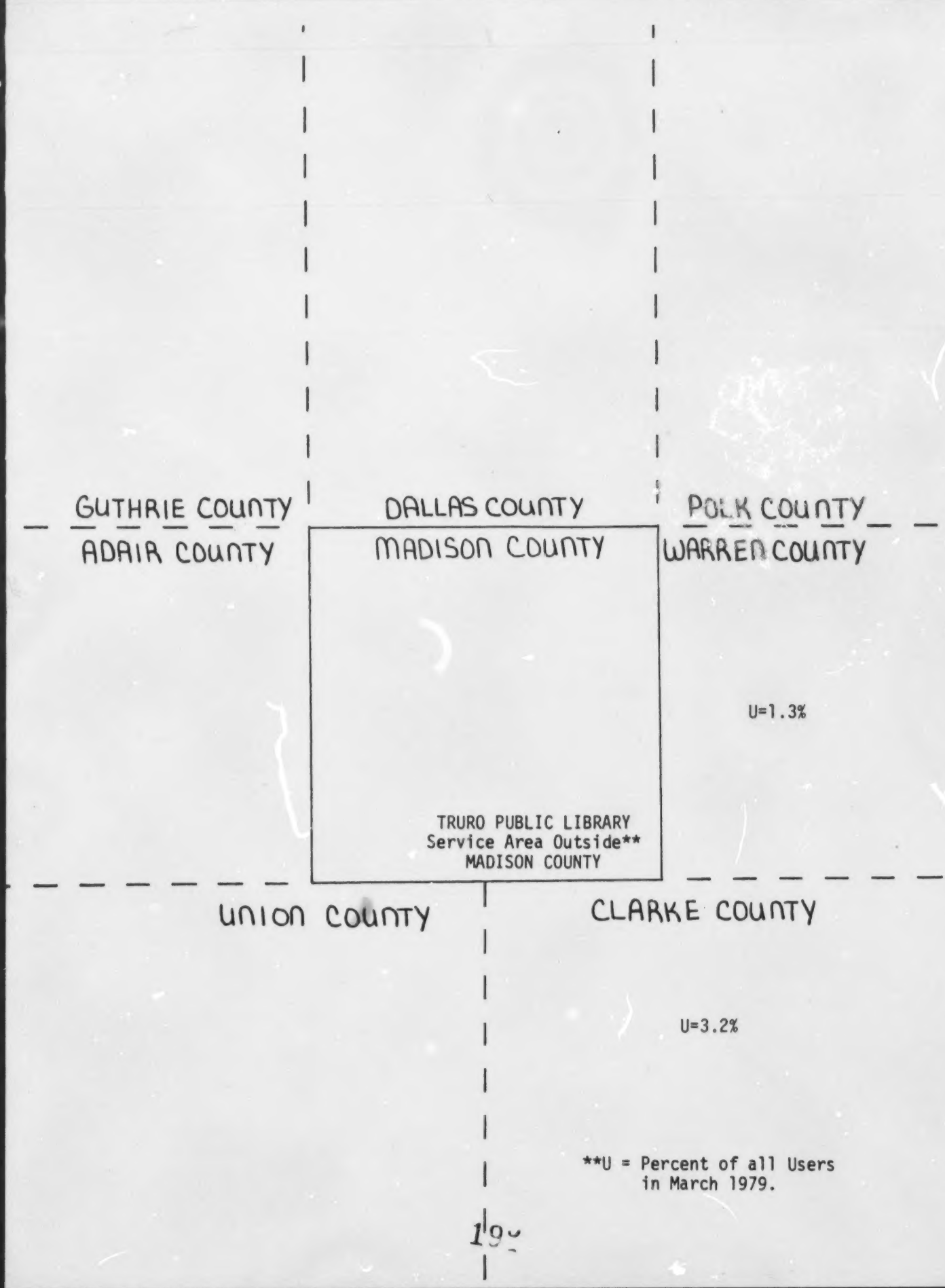
The map on the third following page indicates distribution of users of the Truro Public Library in March 1979. The map pertains only to people whose place of residence was outside Madison County.



**P = Percent of total population Madison County, 1970.
U = Percent of all Users in March 1979.



**P = Percent of total population Madison County, 1970.
U = Percent of all Users in March 1979.



**U = Percent of all Users in March 1979.

IV. The People of Madison County:

Truro Public Library
(3) Detailed results of the user study.

According to the results of the user study, the geographic area currently being served by the Truro Public Library extends in a radius of approximately six to ten miles around the city of Truro. This includes the southeastern corner of Madison County, and parts of two border counties.

Within Madison County, the service area includes the city of Truro - and Ohio Township; the city of St. Charles - and South Township; and the city of Peru - and Walnut Township.

Outside Madison County the service area includes the southwestern part of Warren County and the northwestern part of Clarke County.

Adults constitute 57.0% of all users.
Juveniles constitute 43.0% of all users.

The geographic distribution of all users (adults and juveniles combined), from the place of residence of most users to the place of residence of the fewest users, is as follows:

Adults and Juveniles combined:

Truro = 87/158 = 55.1% of all users
Ohio Township = 29/158 = 18.4%
Walnut Township = 21/158 = 13.3%
South Township = 14/158 = 8.9%
Clarke County = 5/158 = 3.2%
Warren County = 2/158 = 1.3%
Total = 158/158 = 100.0%

The geographic distribution of adult users, from the place of residence of most adult users to the place of residence of the fewest adult users, is as follows:

Adults

Truro = 48/158 = 30.4% of all users
Walnut Township = 15/158 = 9.5%
Ohio Township = 14/158 = 8.9%
South Township = 8/158 = 5.1%
Clarke County = 4/158 = 2.5%
Warren County = 1/158 = 0.6%
Total = 90/158 = 57.0%

The geographic distribution of juvenile users, from the place of residence of most users to the place of residence of the fewest juvenile users, is as follows:

Juveniles

Truro = 39/158 = 24.7% of all users
Ohio Township = 15/158 = 9.5%
Walnut Township = 6/158 = 3.8%
South Township = 6/158 = 3.8%
Clarke County = 1/158 = 0.6%
Warren County = 1/158 = 0.6%
Total = 68/158 = 43.0%

A. Distance from the library:

1. The place of residence of most (73.4%) users is less than five miles from the library:

Truro = 87/158 = 55.1%
Ohio Township = 29/158 = 18.4%
Total = 116/158 = 73.4%

B. Location within Madison County:

1. The place of residence of most (95.6%) users is within Madison County:

Truro = 87/158 = 55.1%
Ohio Township = 29/158 = 18.4%
Walnut Township = 21/158 = 13.3%
South Township = 14/158 = 8.9%
Total = 151/158 = 95.6%

2. The place or residence of 55.1% of all users is the city of Truro.

Truro = 87/158 = 55.1%

The entire city of Truro is only one enumeration district. In order to perceive geographic distribution of users within the city of Truro, we divided the city into quadrants using State Highway 400 and County Road G68 as the east/west axis, and West Street as the north/south axis.

Within the city of Truro, the geographic distribution of adult users, from the place of residence of most adult users to the place of residence of fewest adult users, is as follows:

Adults

SE Quadrant = 26/158 = 16.5% of all users
NW Quadrant = 11/158 = 7.0%
SW Quadrant = 8/158 = 5.1%
NE Quadrant = 3/158 = 1.9%
Total = 48/158 = 30.4%

Within the city of Truro, the geographic distribution of juvenile users, from the place of residence of most juvenile users to the place of residence of fewest juvenile users, is as follows:

Juveniles

SE Quadrant = 18/158 = 11.4% of all users
NW Quadrant = 12/158 = 7.6%
SW Quadrant = 7/158 = 4.4%
NE Quadrant = 2/158 = 1.3%
Total = 39/158 = 24.7%

3. The places of residence of 40.5% of all users are rural townships within Madison County:

Ohio Township = 29/158 = 18.4%
Walnut Township = 21/158 = 13.3%
South Township = 14/158 = 8.9%
Total = 64/158 = 40.5%

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Knowledge of the extent to which the Truro Public Library is used by residents of rural townships within Madison County could be part of the decision-making process regarding allocation of county funds to Truro.

Circulation statistics at the Truro Public Library have been kept in such a way that they reflect only total circulation. The Director has never kept track of the place of residence of borrowers. She has never been asked to make such a distinction in the circulation statistics. However, she has distinguished between adults and juveniles.

Therefore the circulation statistics available at the Truro Public Library do not reveal what proportion of borrowers have their place of residence either in the city of Truro, rural Madison County, or other counties.

RECOMMENDATION (Earlham and Truro):

That the library staff keep track of borrowers and circulation according to place of residence of the borrowers, i.e., distinguish between residents of the city in which the library is located, rural Madison County, other cities in Madison County, cities in other counties, and rural areas in other counties.

REASON:

Accurate and detailed records will indicate the extent of use of the library by people who reside in the city in which the library is located, other cities in Madison County, rural Madison County, etc. This evidence will be reason to revise or maintain current levels of financial support from the city and from Madison County.

4. There were no users from incorporated towns other than Truro.

C. Location outside Madison County:

1. The places of residence of 4.4% of all users are counties which border Madison County:

Clarke County = 5/158 = 3.2% of all users
Warren County = 2/158 = 1.3%
Total = 7/158 = 4.4%

IV. The People of Madison County:

Truro Public Library
(4) Details about pertinent
census data.

Urban Primary Service Area

The educational level in 1970 among adult (25 and older) residents of the city of Truro indicated that they would not be likely to use traditional services of a public library.

In March 1979 adult (14 and older) residents of the city of Truro constituted 30.4% of all users at the library. This amounted to approximately 17.2% of the available adult (14 and over) residents of Truro - according to the 1970 census. Although low, this was about 10% greater than the comparable figur at Winterset - which had a higher educational level in 1970.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION:

That consideration be given to special design and or special delivery of library services for the following groupings in the Urban Primary Service Area:

All three libraries: people age 65 and over; and people of foreign stock and with a mother tongue other than English (especially people of German ancestry).

Age Characteristics

In 1970, a slightly greater share (9.19%) of Truro's population was under age five than was comparable (6.82%) for the entire county.

Truro also had proportionately more (19.77%) in the 20-34 age range than was true of the entire county (14.6%).

People age 65 and over constituted 19.22% of Truro's population. County-wide the comparable figure was 17.0%.

According to interviews with knowledgeable residents of Truro, in recent years the population of Truro has increased - among younger and older age groups.

There seems to be continuing potential for use of traditional public library services by adults with school age children. Also, people age 65 and over are a significant segment of the population, and are potential library users.

Family Structure

In 1970, none of Truro's population lived in group quarters. (Winterset and Earlham were the only cities which had people in group quarters.)

None of Truro's families were single parent families.

Those under 18 constituted 31.0% of Truro's population, which was about the same as the comparable figure (32.0%) for the entire county. The city of St. Charles (which contracted recently with Truro for provision of library services), had 30.6% of its population under 18 in 1970.

Of Truro's population 14 and older, 10.0% were widowed. The comparable figure for the entire county was 10.2%, and for St. Charles, 18.8%.

Education Characteristics

Truro had proportionately less of its population enrolled in school than the entire county, or the city of Earlham. Most of Truro's students were enrolled in elementary school. Also, Truro had a relatively high percent of its population under age 5 in 1970, and the entire population of Truro reportedly increased between the years 1970 and 1976. According to interviews conducted during the community analysis project, many residents new to Truro in recent years were young married couples with children. These demographic variables indicated the likelihood of continued adult interest in and use of the Truro Public Library. This speculation correlated fairly well with results of the user study (compared to Winterset), and participation in children's Story Hour at the Truro Public Library.

In 1970 the city of Truro ranked about fourth in educational level among Madison County cities - behind Earlham, Winterset, and St. Charles, in that order. Truro's median educational level was High School, 1-3 years; which was less than the county figure (12.1%) for median school years completed. Of Truro's population 25 and older, 47.3% had only an elementary education. This was the most of any city in the county. However, 52.2% of Truro's population 25 and older had some high school, and 15% had some college education.

Economic Characteristics

Families in Truro had a median income range ($8000-8999) slightly higher than the median income ($7712) for the entire county. In Truro, 8.0% of the families had an income between $15,000-24,999. However, 26.7% of Truro's families had low incomes (less than $5000).

Of Truro's population 16 and older, 52.2% were in the labor force in 1970. The comparable figure for the entire county was 54.8%. Truro's rate of male employment was relatively high among cities in Madison County, but not compared to rural townships - where proportionately more men were employed. Truro had proportionately more of its women - and men, 65 and older who were not in the labor force than did the entire county.

The designation "adult" at the Truro Library as at Winterset applied to people age 14 and older. Absence of a registration file at Truro made it difficult to estimate the percent of adults in the labor force who actually used the Truro Public Library. We do know that adults (14 and older) constituted 57.0% of all users during the user study, and adults who resided in the urban or rural primary service areas constituted 53.8% of all users. We do not know the percent of adult users who were in the labor force or not in the labor force.

Truro's percent of total employed 16 and older in the professional and technical worker classification was slightly more than that of the entire county, and more than Earlham. Truro also had preportionately more managers, officials and proprietors - except farm, than either Earlham or Winterset. Unfortunately, we were not able to study a registration file at the Truro Public Library in order to get an idea of the occupational classifications of the people who used the Truro Public Library.

Other

Automobiles Available

Truro's percent of population age 65 and over was the third highest among cities in Madison County. Also, Truro had the highest percent of occupied housing units with no automobile available of any city or rural township in the county. Perhaps transportation is a problem for some people even within the city of Truro.

Foreign Stock/Mother Tongue

Truro's population included 1.9% who had a mother tongue of German. This was slightly more than that of Earlham or Winterset, the only other cities which had any who reported German as their mother tongue. The library could explore a cooperative arrangement with the libraries at Earlham and Winterset whereby materials regarding German would be acquired and shared by the libraries.

Place of Residence, 1965 and 1970

Slightly more of Truro's population age five years and older lived in the same house in 1970 as in 1965 than was comparable for the same population group in Earlham, Winterset, or St. Charles. Truro's population in 1970 was stable in that it had stayed in the same place for at least five years. Has this changed? The answer is yes according to our discussions with knowledgeable residents of Truro (see Communities section - Truro). What are the implications for library services?

Commuted to Work

Walnut Township's (including the city of Peru) percent of total employed 16 years and older who commuted outside the county to work in 1970 was 60.3%, the second highest in the county. South Township had 54.1% who commuted to work outside the county. Only Crawford Township - also on the eastern border of the county, reported more commuting to work outside the county. Crawford Township had 77.8%. Ohio Township (including the city of Truro) reported almost the opposite - less commuting (18.3%) outside the county to work, and more inside (78.3%) the county. With so much of the labor force away from the Truro area during the workweek a significant portion of the potential user population was not available or able to use the library during that time. Of course, relatives or friends could borrow something from the library for them, but what if they'd rather do it themselves? Is the library open a sufficient number of night or weekend hours to accomodate people in the labor force?

Rural Primary Service Area

The combination of educational level and median income range near that of the entire county idicated likelihood of moderate use of traditional public library services. However, the comparatively stable and well established population (despite a decade of decline), and a continuing supply of young people indicated the possibility of considerable adult interest in and use of the Truro Public Library in 1970.

Between 1960 and 1970 the population within each township of the Truro RPSA declined as follows: South Township lost 9.2% of its population; Walnut Township lost 21.9% of its population; and Ohio Township lost 20.2% of its population. These latter two were among the highest losses of population in rural townships in Madison County during the decade. It is not likely that the Truro RPSA gained population since 1970.

In March 1979 adult (14 and older) residents of the RPSA of the Truro Public Library constituted 23.4% of all users at the library. This represented approximately 4.3% of the available adult residents of the RPSA according to the 1970 census.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION:

That consideration be given to special design and/or special delivery of library services for the following groupings in the Rural Primary Service Area:

Truro:
Single parent families in South Township.

All three libraries:
women not in the labor force; and
farmers.

Age Characteristics

In 1970 the population of the Truro RPSA was generally younger than that of the entire county. Truro RPSA had considerably more of its population age 5-13 than was true of the entire county, and slightly more age 14-19 and 20-34.

However, proportionately less of Truro RPSA's population was under five and age 65 and over than was comparable for the entire county.

Family Structure

Truro RPSA had no one in group quarters in 1970.

Truro RPSA had proportionately less single parent families than the entire county. However, of all families in South Township 4.0% were single parent families.

Of the Truro RPSA total population, 37.6% was under 18. This was 5% more than that of the entire county, and 8% more than that of the RPSAs of the other two libraries.

Of Truro RPSA's population age 14 and older only 4.5% were widowed. This was considerably less than the comparable rate for the entire county (10.2%), the Earlham RPSA (8.8%), or the Winterset RPSA (6.5%). South and Walnut townships had hardly any widowed, but Ohio Township had proportionately as many widowed as the entire county.

Education Characteristics

Of the total population of the Truro Rural Primary Service Area 32.9% were enrolled in school, 8% more than the comparable figure for the entire county, and 5% more than that for Earlham. Proportionately more were enrolled in high school. South Township had the highest percent enrolled in school of any rural township in the county. Of those enrolled in school in Ohio Township, 17.1% were enrolled in college. This was the highest percent of any rural township in the county.

The educational level of the Truro RPSA was second to Earlham's RPSA, and therefore higher than that of Winterset. Of the Truro RPSA population 25 and older, 66.6% had some high school, but only 7.9% had some college education. Those with an elementary level education were 21.9% of the 25 and older population.

Economic Characteristics

Families in the Truro RPSA (like those in the Earlham RPSA) had a median income range ($7000-7999) that included the median income of the county. Truro RPSA's percent of low income (less than $5000) was also about the same as that of the entire county. Considerably more of Walnut Township's families had a low income than was true of the entire county, and at least some more than 12 of the 16 rural townships. These income levels indicated that many of the people were not likely to use traditional public library services.

In 1970 Truro RPSA's population 16 and older included 34.2% who were women between the ages of 16 and 65 and were not in the labor force. This was more than at Earlham or Winterset. As noted elsewhere in this report, there were not many women's groups in Truro in 1978-79. This would make more difficult the task of informing women about services provided by the public library. Perhaps the library could publicize through churches and the Cooperative Grocery Store.

Of Truro's total employed aged 16 and older, 38.6% were farm related workers - more than the comparable figure (26.2%) for the entire county, but considerably less than Earlham or Winterset.

Of Truro RPSA's total employed aged 16 and older, 41.3% were employed in other industries (includes agriculture), which was more than the entire county (32.5%), but considerably less than Earlham RPSA (54.6%), and somewhat less than Winterset RPSA (46.4%). The library could acquire materials of professional interest to farmers, and conduct a public relations program to inform farmers about the availability of at least two pertinent services from the Truro Public Library: (1) basic materials on hand at the library; and (2) other materials or information available at the Truro Public Library through interlibrary loan.

However, South Township had the least proportion (22.9%) employed in other industries (includes agriculture) of all rural townships, and the most (15.8%) employed in manufacturing. This data correlated directly with the high percent of total employed, age 16 and older from South and Walnut townships who commuted outside the county to work.

Other

Automobiles Available

Truro RPSA had proportionately less of its occupied housing units with no automobile available than was true of the entire county, and grossly less than the RPSAs of the other two libraries. This correlated directly with the data regarding percent of total employed 16 years and older who commuted outside the county to work. The people who lived in the southeastern quadrant of the county needed automobiles in order to commute to work.

Foreign Stock/Mother Tongue

Of the total Truro RPSA population, a small percent (2.1%) was of foreign stock. Walnut Township, the only one of the three townships with people of foreign stock, had 7.2% second generation Americans. The country of origin of 4.8% in Walnut Township was the United Kingdom.

Of the Truro RPSA population only 0.5% had a mother tongue of German. They resided in South Township.

Place of Residence, 1965 and 1970

Truro RPSA had proportionately more of its population age 5 years and older who lived in the same house in 1970 as in 1965 than did the entire county - or the RPSAs of the other two libraries. Ohio Township and Walnut Township ranked third and fourth among all rural townships in this regard. Has this changed as, apparently, has happened in the city of Truro? If so, what would a more transient rural population mean to the Truro Public Library?

IV. The People of Madison County

Winterset Public Library
(1) Narrative description - and maps,
of the urban and rural
primary service areas.

The Urban Primary Service Area was determined to be the city of Winterset (ED 9-13).

The Rural Primary Service Area was determined to be the following group of rural townships: Douglas (ED 8), Crawford (ED 17), Scott (ED 20), and Lincoln (ED 21).

The 1970 population data for the Winterset Public Library was as follows:

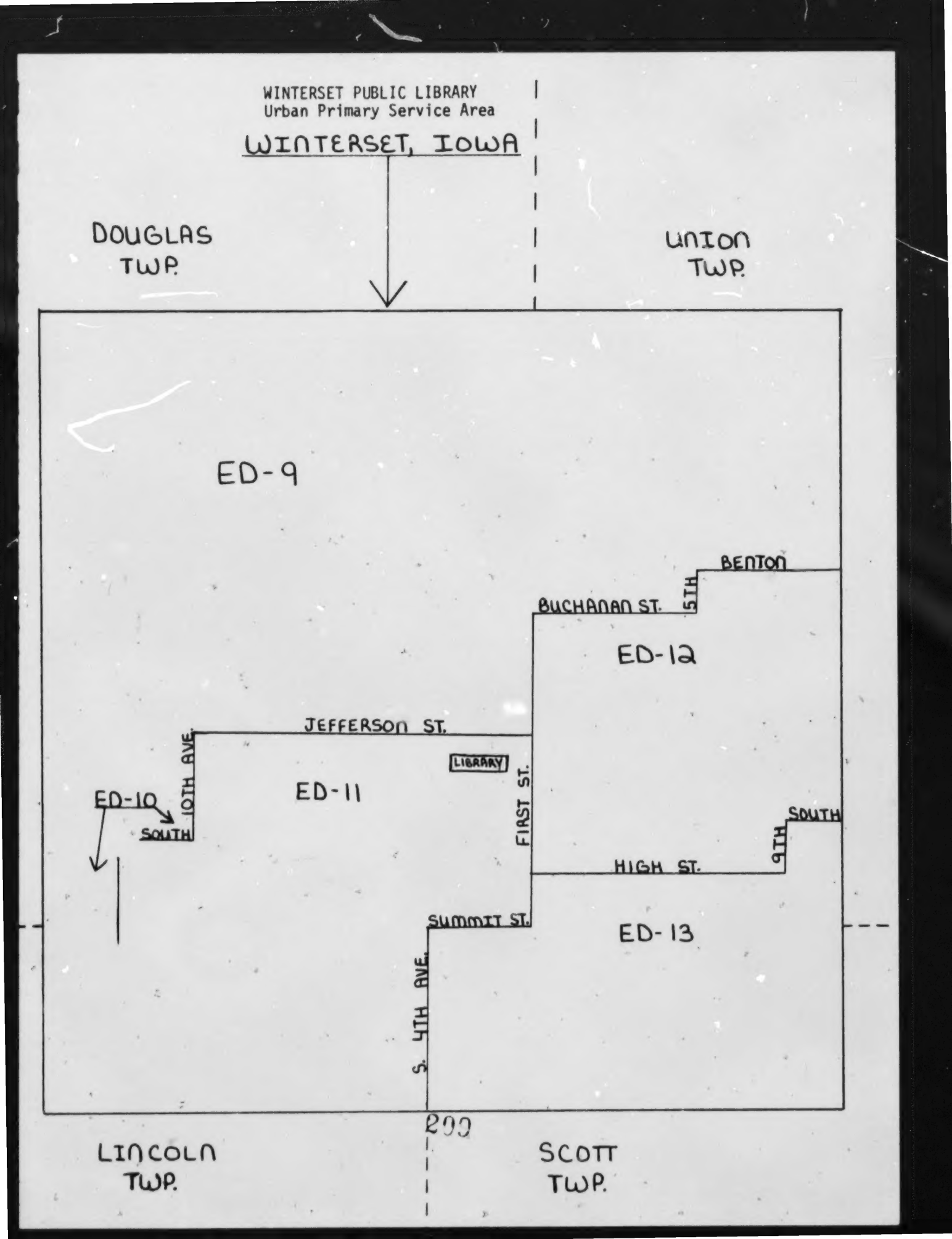
(1) Urban Primary Service Area (city of Winterset) = 3654 people = 31.61% of the Madison County population

(2) Rural Primary Service Area (ED 8 - Douglas Township; ED 17 - Crawford Township; ED 20 - Scott Township; and ED 21 - Lincoln Township) = 1607 people = 13.90% of the Madison County population.

(3) Other Urban Madison County (ED 3 and 5 - Earlham; ED 15 - Patterson; ED 18 - St. Charles; ED 23 - Macksburg; ED 26 - Peru; and ED 28 - Truro) = 2222 people = 19.22% of the Madison County population.

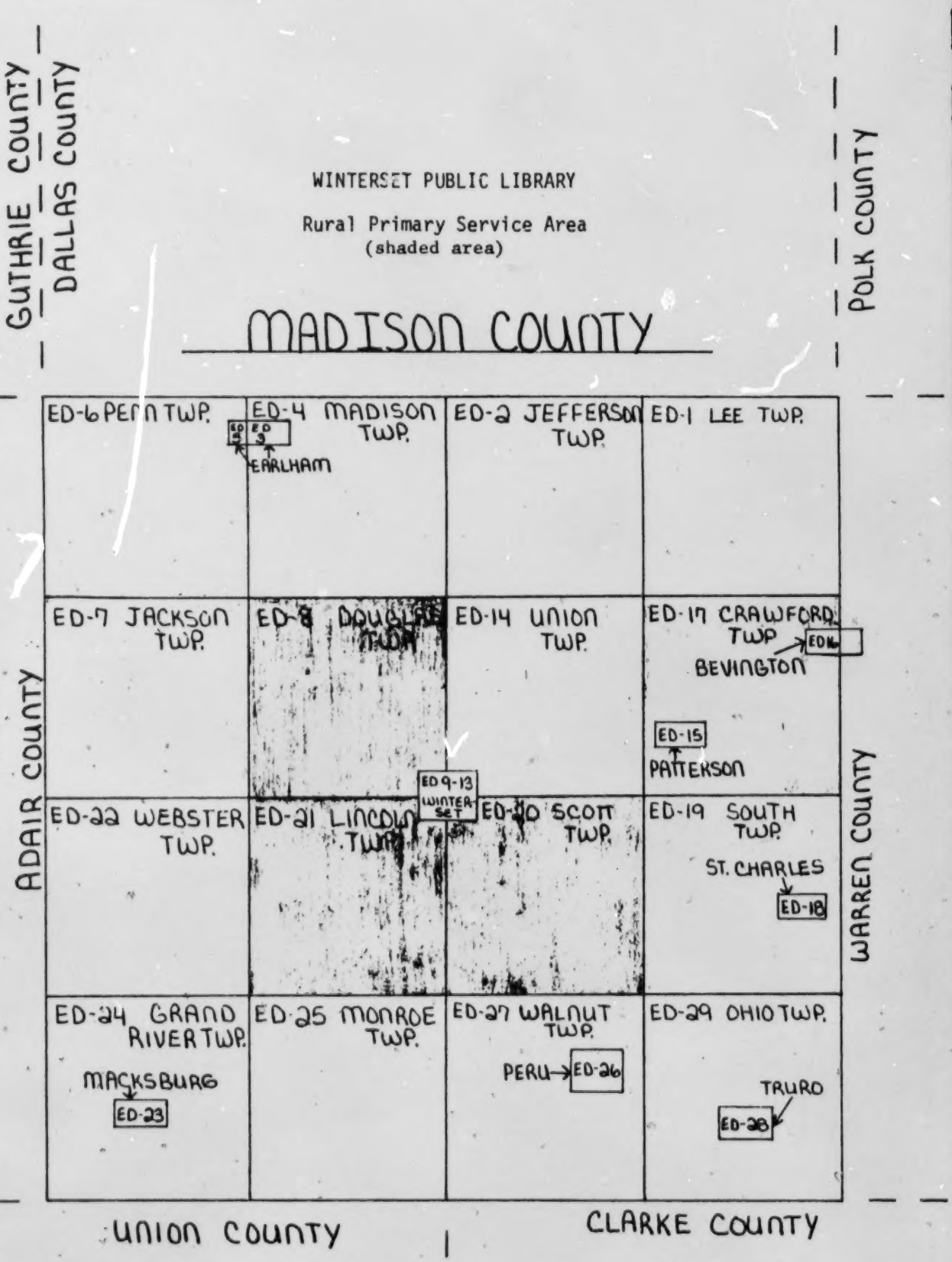
(4) Other Rural Madison County (all remaining townships) = 4028 people = 34.85% of Madison County population.

Note: The total of the urban and rural primary service areas was 5261 people, or 45.52% of the Madison County population. Addition of the 1970 population of the other urban areas (all cities except Bevington) and other rural areas (all remaining townships) within Madison County meant that the Winterset Public Library service area extended to 11511 people, or 99.59% of the 1970 Madison County population. In this regard Winterset was unique among the three public libraries in Madison County. Winterset was the only library with a significant portion of its users whose place of residence was within Madison County but outside either the urban or rural primary service area of the library. Consequently Winterset was the library for which we created both the designations "other urban" and "other rural". (The designation "other rural" was also applied to Jackson Township residents who used the Earlham Public Library.)


WINTERSET PUBLIC LIBRARY
Urban Primary Service Area
WINTERSET, IOWA
DOUGLAS TWP.
UNION TWP.
ED-9
BENTON
5TH
BUCHANAN ST.
ED-12
JEFFERSON ST.
LIBRARY
ED-11
ED-10
10TH AVE.
SOUTH
FIRST ST.
9TH
SOUTH
HIGH ST.
SUMMIT ST.
ED-13
S. 4TH AVE.
LINCOLN TWP.
SCOTT TWP.

WINTERSET PUBLIC LIBRARY

Rural Primary Service Area
(shaded area)



IV. The People of Madison County

Winterset Public Library
(2) Narratives and maps which provide brief summary comparisons of the user study, registration file sample, and census data.

During the user study a total of 673 individuals used the Winterset Public Library. A rough estimate indicated that a small percent of the current total Madison County population used the Winterset Public Library during the user study:

$$\frac{\text{Users (who were residents of Madison County): } 635}{\text{1970 total population (Madison County): } 11{,}558} = 5.5\%$$

A similar rough estimate for the Rural Primary Service Area indicated that a small percent of the current total population of the Rural Primary Service Area of the Winterset Public Library used the Winterset Public Library during the user study:

$$\frac{\text{Users (who were residents of ED 8, 17, 20, 21): } 132}{\text{1970 total population (ED 8, 17, 20, 21): } 1607} = 8.2\%$$

The estimate for the Urban Primary Service Area indicated that a slightly larger percent of current total population of the Urban Primary Service Area of the Winterset Public Library used the Winterset Public Library during the user study:

$$\frac{\text{Users (who were residents of (ED 9-13): } 339}{\text{1970 total population (ED 9-13): } 3654} = 9.3\%$$

The registration file sample revealed that 3874 people were registered at the Winterset Public Library. A rough estimate indicated that a larger percent of the Madison County population was registered to use the Winterset Public Library than were registered at Earlham:

$$\frac{\text{Winterset registrants (who were residents of Madison County): } 3715}{\text{1970 total population (Madison County): } 11{,}558} = 32.1\%$$

A rough estimate for the RPSA indicated the same - a larger percent of Winterset's RPSA was registered to use the Winterset Public Library than was true for the Earlham Public Library and its RPSA:

$$\frac{\text{Winterset registrants (who were residents of ED 8, 17, 20, 21): } 819}{\text{1970 total population (ED 8, 17, 20, 21): } 1607} = 51.0\%$$

The estimate for the Urban Primary Service Area indicated a slight reversal - a smaller percent of Winterset's Urban Primary Service Area was registered to use the Winterset Public Library than was true for the Earlham Public Library and its Urban Primary Service Area:

$$\frac{\text{Winterset registrants (who were residents of (ED 9-13): } 1887}{\text{1970 total population (ED 9-13): } 3654} = 51.6\%$$

The maps on the following two pages indicate comparative distributions of the total population of Madison County in 1970, the registrants of the Winterset Public Library in March 1979, and users of the Winterset Public Library in March 1979. Both maps pertain only to people whose place of residence was within Madison County. The first map displays data regarding incorporated cities within Madison County - in other words, Urban Madison County. The next map displays data regarding rural townships within Madison County - in other words, Rural Madison County.

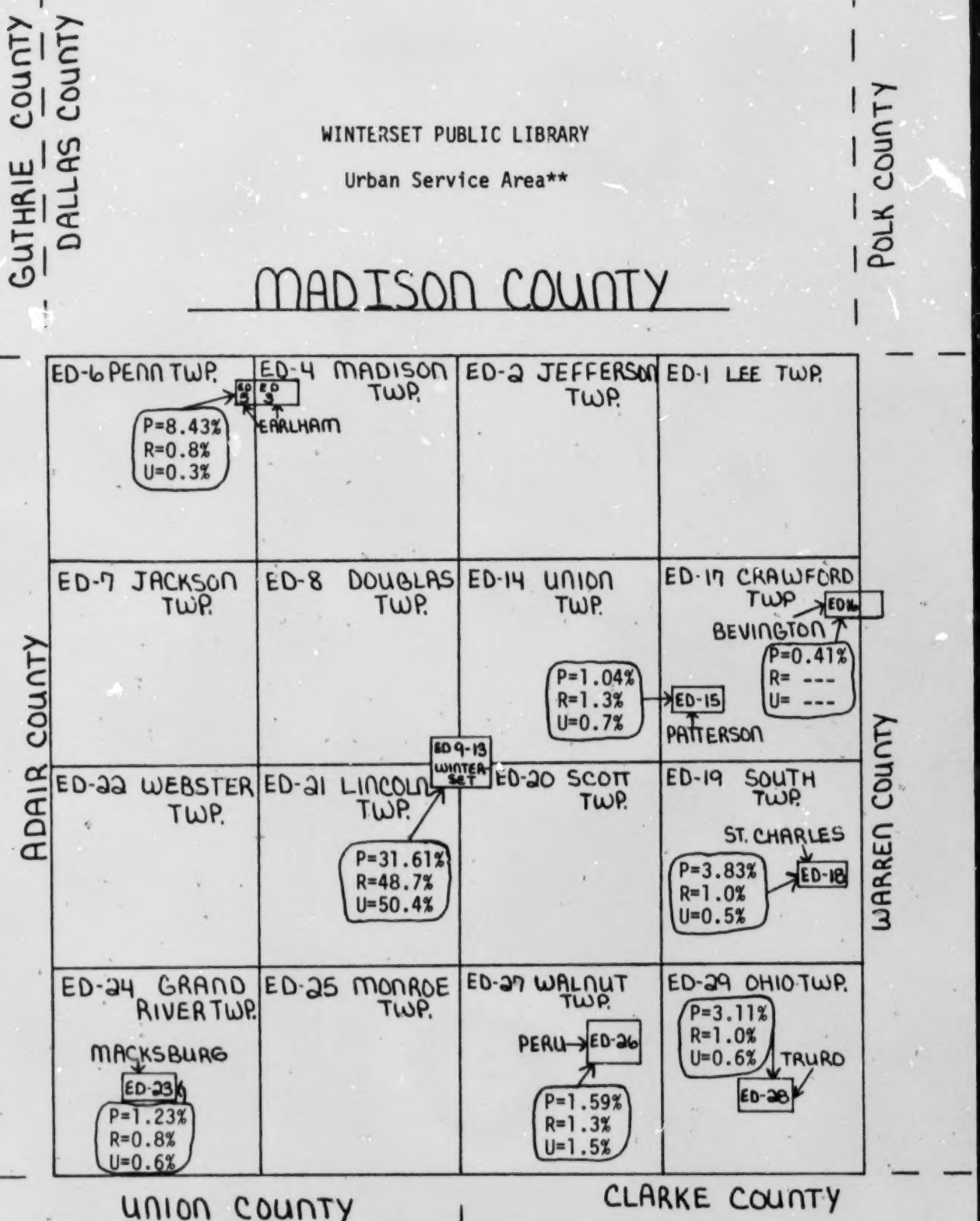
The map on the third following page indicates comparative distributions of registrants of the Winterset Public Library in March 1979, and users of the Winterset Public Library in March 1979. The map pertains only to people whose place of residence was outside Madison County.

As was true at Earlham, grossly more people were registered at the Winterset Public Library than actually used the library during the user study. However, the distribution of registrants was generally close to that of users.

Detailed results of the user study and the registration file sample are listed in the next two sections, followed by comparison to census data.

WINTERSET PUBLIC LIBRARY

Urban Service Area**



**P = Percent of total population Madison County, 1970.
R = Percent of all Registrants in March 1979.
U = Percent of all Users in March 1979.

WINTERSET PUBLIC LIBRARY

Rural Service Area**

MADISON COUNTY

GUTHRIE COUNTY

DALLAS COUNTY

POLK COUNTY

ADAIR COUNTY

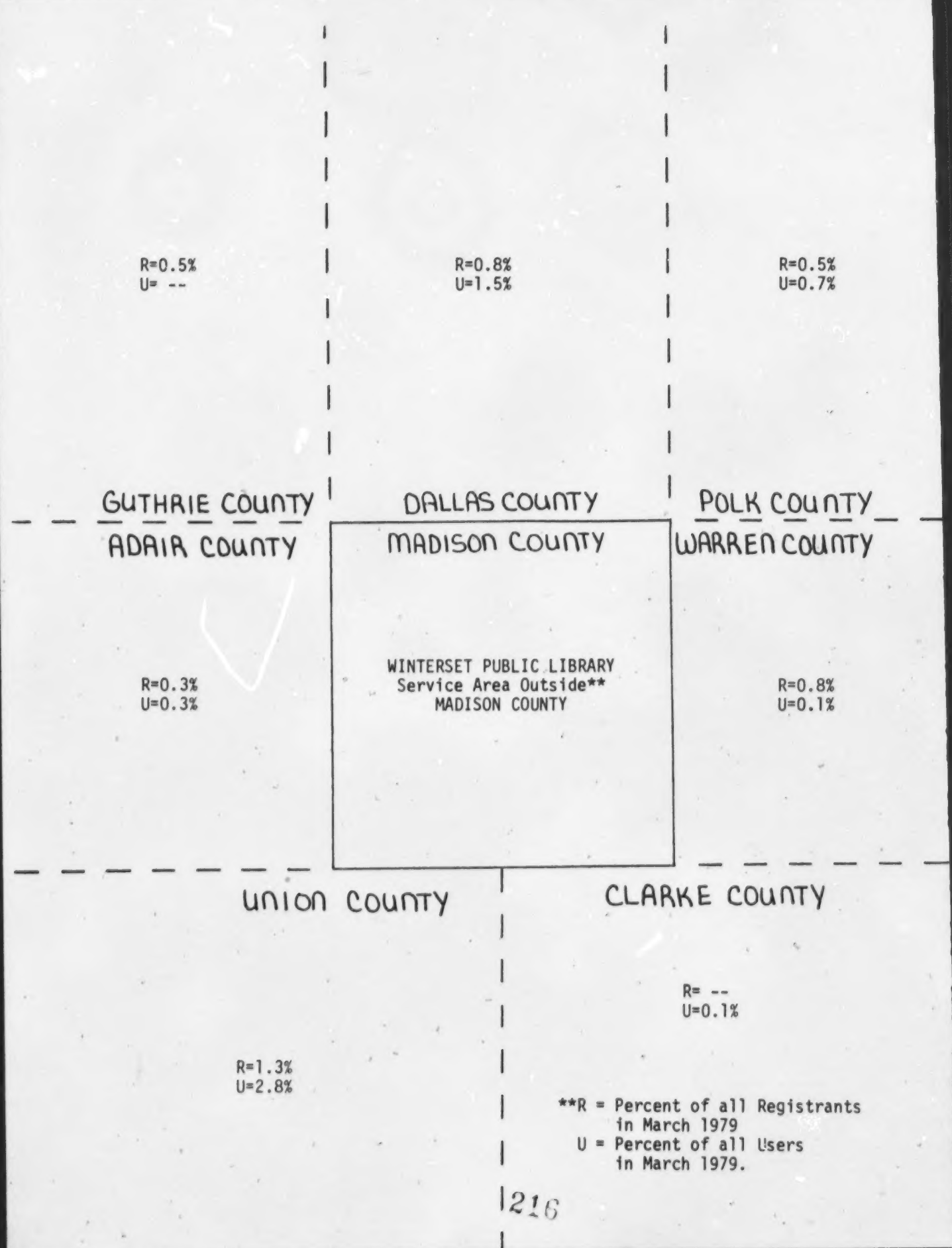
WARREN COUNTY

UNION COUNTY

CLARKE COUNTY

ED-6 PENN TWP. P=3.43% R=0.8% U=0.6%	ED-4 MADISON TWP. ED 5 ED 3 EARLHAM P=2.93% R=2.3% U=1.5%	ED-2 JEFFERSON TWP. P=2.88% R=0.5% U=1.5%	ED-1 LEE TWP. P=2.62% R=0.8% U=0.6%
ED-7 JACKSON TWP. P=2.57% R=1.8% U=2.8%	ED-8 DOUGLAS TWP. P=3.85% R=4.4% U=4.5%	ED-14 UNION TWP. P=2.81% R=2.3% U=2.7%	ED-17 CRAWFORD TWP ED-16 BEVINGTON P=2.79% R=4.1% U=4.0% ED-15 PATTERSON
ED-22 WEBSTER TWP. P=2.63% R=2.6% U=2.8%	ED-21 LINCOLN TWP. ED 9-13 WINTERSET P=3.52% R=7.5% U=6.1%	ED-20 SCOTT TWP. P=3.75% R=5.2% U=5.1%	ED-19 SOUTH TWP. ST. CHARLES ED-18 P=4.52% R=2.6% U=1.9%
ED-24 GRAND RIVER TWP. MACKSBURG ED-23 P=2.07% R=0.3% U=0.3%	ED-25 MONROE TWP. P=2.72% R=2.6% U=3.0%	ED-27 WALNUT TWP. PERU → ED-26 P=2.77% R=2.6% U=2.2%	ED-29 OHIO TWP. P=2.90% R=0.8% U=0.3% TRURO ED-28

**P = Percent of total population Madison County, 1970.
R = Percent of all Registrants in March 1979.
U = Percent of all Users in March 1979.


R=0.5%
U= --
R=0.8%
U=1.5%
R=0.5%
U=0.7%
GUTHRIE COUNTY
DALLAS COUNTY
POLK COUNTY
ADAIR COUNTY
MADISON COUNTY
WARREN COUNTY
WINTERSET PUBLIC LIBRARY
Service Area Outside**
MADISON COUNTY
R=0.3%
U=0.3%
R=0.8%
U=0.1%
UNION COUNTY
CLARKE COUNTY
R= --
U=0.1%
R=1.3%
U=2.8%
**R = Percent of all Registrants
in March 1979
U = Percent of all Users
in March 1979.

IV. The People of Madison County:

Winterset Public Library
(3) Detailed results of the user study.

According to the results of the user study, the geographic area currently being served by the Winterset Public Library extends in a radius of approximately 20-30 miles around the city of Winterset. This includes all of Madison County, and parts of seven border counties.

Within Madison County, the service area includes the cities of Winterset, Patterson, St. Charles, Peru, Truro, Macksburg, and Earlham; and each rural township.

Outside Madison County the service area includes the southern part of Dallas County, southwestern Polk County, the western part of Warren County, northern Clarke County, northern Union County, and eastern Adair County.

Adults constitute 65.8% of all users
Juveniles constitute 34.2% of all users

The geographic distribution of all users (adults and juveniles combined), from the place of residence of most users to the place of residence of the fewest users, is as follows:

Adults and Juveniles Combined

Winterset = 339/673 = 50.4% of all users
Lincoln Township = 41/673 = 6.1%
Scott Township = 34/673 = 5.1%
Douglas Township = 30/673 = 4.5%
Crawford Township = 27/673 = 4.0%
Monroe Township = 20/673 = 3.0%
Jackson Township = 19/673 = 2.8%
Webster Township = 19/673 = 2.8%
Union County = 19/673 = 2.8%
Union Township = 18/673 = 2.7%
Walnut Township = 15/673 = 2.2%
South Township = 13/673 = 1.9%
Peru = 10/673 = 1.5%
Madison Township = 10/673 = 1.5%
Jefferson Township = 10/673 = 1.5%
Dallas County = 10/673 = 1.5%
Patterson = 5/673 = 0.7%
Polk County = 5/673 = 0.7%
Truro = 4/673 = 0.6%
Macksburg = 4/673 = 0.6%
Penn Township = 4/673 = 0.6%
Lee Township = 4/673 = 0.6%
St. Charles = 3/673 = 0.5%
Earlham = 2/673 = 0.3%
Grand River Township = 2/673 = 0.3%
Ohio Township = 2/673 = 0.3%
Adair County = 2/673 = 0.3%
Warren County = 1/673 = 0.1%
Clarke County = 1/673 = 0.1%
Total = 673/673 = 100.0% of all users

The geographic distribution of adult users, from the place of residence of most adult users to the place of residence of the fewest adult users, is as follows:

Adults

Winterset = 205/673 = 30.5% of all users
Lincoln Township = 27/673 = 4.0%
Douglas Township = 24/673 = 3.6%
Scott Township = 22/673 = 3.3%
Crawford Township = 14/673 = 2.1%
Webster Township = 14/673 = 2.1%
Monroe Township = 13/673 = 1.9%
Union County = 13/673 = 1.9%
Union Township = 12/673 = 1.8%
South Township = 12/673 = 1.8%
Walnut Township = 12/673 = 1.8%
Jackson Township = 12/673 = 1.8%
Madison Township = 8/673 = 1.2%
Jefferson Township = 8/673 = 1.2%
Dallas County = 7/673 = 1.0%
Peru = 6/673 = 0.9%
Polk County = 5/673 = 0.7%
Truro = 4/673 = 0.6%
Macksburg = 4/673 = 0.6%
Penn Township = 4/673 = 0.6%
Patterson = 3/673 = 0.4%
Lee Township = 3/673 = 0.4%
St. Charles = 2/673 = 0.3%
Ohio Township = 2/673 = 0.3%
Grand River Township = 2/673 = 0.3%
Earlham = 2/673 = 0.3%
Adair County = 2/673 = 0.3%
Clarke County = 1/673 = 0.1%
Total = 443/673 = 65.8%

The geographic distribution of juvenile users, from the place of residence of most juvenile users to the place of residence of the fewest juvenile users, is as follows:

Juveniles

Winterset = 134/673 = 19.9% of all users
Lincoln Township = 14/673 = 2.1%
Crawford Township = 13/673 = 1.9%
Scott Township = 12/673 = 1.8%
Monroe Township = 7/673 = 1.0%
Jackson Township = 7/673 = 1.0%
Douglas Township = 6/673 = 0.9%
Union Township = 6/673 = 0.9%
Union County = 6/673 = 0.9%
Webster Township = 5/673 = 0.7%
Peru = 4/673 = 0.6%
Walnut Township = 3/673 = 0.4%

Dallas County = 3/673 = 0.4%
Patterson = 2/673 = 0.3%
Madison Township = 2/673 = 0.3%
Jefferson Township = 2/673 = 0.3%
St. Charles = 1/673 = 0.1%
Lee Township = 1/673 = 0.1%
South Township = 1/673 = 0.1%
Warren County = 1/673 = 0.1%
Total = 230/673 = 34.2% of all users

On March 20, 1979 during review of the procedures and the results of the user study at the Winterset Public Library, the Director expressed pleasure at the results of the user study, but not suprise. She mentioned that the school children were brought regularly in groups to the public library by their teachers, and that the schools shared in the Brownell Trust Fund. Also, she said that rural school-aged children had less opportunity to visit the library after school than did city-dwelling children. This explained the noticeable difference between the number of Winterset juvenile users compared to rural juvenile users.

A. Distance from the library:

1. The place of residence of most (62.1%) users is less than five miles from the library:

Winterset = 339/673 = 50.4%
Lincoln Township = 24/673 = 3.6%
Douglas Township = 24/673 = 3.6%
Scott Township = 22/673 = 3.3%
Union Township = 9/673 = 1.3%
Total = 418/673 = 62.1% of all users

B. Location within Madison County:

1. The place of residence of most (94.4%) users is within Madison County:

Winterset = 339/673 = 50.4% of all users
Lincoln Township = 41/673 = 6.1%
Scott Township = 34/673 = 5.1%
Douglas Township = 30/673 = 4.5%
Crawford Township = 27/673 = 4.0%
Monroe Township = 20/673 = 3.0%
Jackson Township = 19/673 = 2.8%
Webster Township = 19/673 = 2.8%
Union Township = 18/673 = 2.7%
Walnut Township = 15/673 = 2.2%
South Township = 13/673 = 1.9%
Peru = 10/673 = 1.5%
Madison Township = 10/673 = 1.5%
Jefferson Township = 10/673 = 1.5%
Patterson = 5/673 = 0.7%

Truro = 4/673 = 0.6%
Macksburg = 4/673 = 0.6%
Penn Township = 4/673 = 0.6%
Lee Township = 4/673 = 0.6%
St. Charles = 3/673 = 0.5%
Earlham = 2/673 = 0.3%
Grand River Township = 2/673 = 0.3%
Ohio Township = 2/673 = 0.3%
Total = 635/673 = 94.4% of all users

2. The place of residence of 50.4% of all users is the city of Winterset.

Winterset = 339/673 = 50.4%

Within the city of Winterset, the geographic distribution of adult users, from the place of residence of most adult users to the place of residence of the fewest adult users, is as follows:

Adults

ED 9 = 68/673 = 10.1% of all users
ED 11 = 58/673 = 8.6%
ED 12 = 57/673 = 8.5%
ED 10 = 16/673 = 2.4%
ED 13 = 6/673 = 0.9%
Total = 205/673 = 30.5% of all users

Within the city of Winterset, the geographic distribution of juvenile users, from the place of residence of most juvenile users to the place of residence of the fewest users, is as follows:

Juveniles

ED 9 = 47/673 = 7.0% of all users
ED 11 = 42/673 = 6.2%
ED 12 = 31/673 = 4.6%
ED 10 = 8/673 = 1.2%
ED 13 = 6/673 = 0.9%
Total = 134/673 = 19.9% of all users

3. The places of residence of 39.8% of all users are rural townships within Madison County:

Lincoln Township = 41/673 = 6.1% of all users
Scott Township = 34/673 = 5.1%
Douglas Township = 30/673 = 4.5%
Crawford Township = 27/673 = 4.0%
Monroe Township = 20/673 = 3.0%
Jackson Township = 19/673 = 2.8%
Webster Township = 19/673 = 2.8%
Union Township = 18/673 = 2.7%
Walnut Township = 15/673 = 2.2%

South Township = 13/673 = 1.9%
Madison Township = 10/673 = 1.5%
Jefferson Township = 10/673 = 1.5%
Penn Township = 4/673 = 0.6%
Lee Township = 4/673 = 0.6%
Grand River Township = 2/673 = 0.3%
Ohio Township = 2/673 = 0.3%
Total = 268/673 = 39.8% of all users

Winterset is the only public library in Madison County which is used by residents from all rural townships in the county. Rural users of the other libraries are residents either of nearby township in Madison County or just outside Madison County. Knowledge of these usage patterns could be part of the decision-making process regarding allocation of county funds to the libraries.

There has been no review of the county's distribution formula for the purpose of evaluating fairness. However, the President of the Winterset Board of Trustees expressed interest in such a review - even if it would result in a decrease of the share received by Winterset, to ensure that distribution of County money is equitable.

Toward that end - after the original contract was signed in 1975 the Board of Trustees of the Winterset Public Library requested that the Director and staff of the library record the place of residence of all borrowers of the Winterset Public Library. Statistics thus gathered for fiscal year 1978 showed that total circulation of books to residents of the city of Winterset amounted to 33,054. Total circulation of books to people who resided outside Winterset amounted to 38,370. The latter figure included residents of towns which had contracted with Winterset for provision of library services, and also people who resided outside Madison County. Total circulation of books in fiscal year 1978 was 71,424. The percent attributable to residents of the city of Winterset was 46.3%. The percent attributable to people who resided anyplace outside the city of Winterset was 53.7%

In fiscal year 1978 the Winterset Public Library received $18,738.21 in property tax revenues from the city of Winterset, $5,128.94 from Madison County, and $133.98 from the cities of Macksburg, Patterson, and Peru. The total operating budget in fiscal year 1978 was $39,664. Thus the city of Winterset contributed 47.2% of the total budget, and accounted for 46.3% of total circulation of books. Madison County contributed 12.9% of the total budget. People who resided anywhere outside the city of Winterset accounted for 53.7% of total circulation of books. Unfortunately, available data did not reveal the percent who resided in rural Madison County.

We assume that the residents of rural Madison County constituted the large majority of users who resided outside the city of Winterset. For example, our user study, conducted in March 1979, indicated that 39.8% of all users resided in rural Madison County and 50.4% of all users resided in the city of Winterset. The remaining 9.8% resided either in border counties or other incorporated cities within Madison County. A tentative conclusion based on available data is that the County is paying less than its fair share for library services from the Winterset Public Library.

Another way of comparing the fiscal year 1978 city-county data is described below:

The Winterset Public Library received property taxes from the city of Winterset in the amount of $18,738.21, and County money in the amount of $5,128.94. The total was $23,867.15. Of that total the city portion was 78.5% and the County portion was 21.5%

The total circulation of books was 71,424. Of that total, the city portion (33,054) was 46.3%, and the portion from anywhere outside the city (38,370) was 53.7%.

The city contributed 78.5% of the total of city and county money received by the library. Residents of the city accounted for 46.3% of the total circulation of books.

The county contributed 21.5% of the total of city and county money received by the library. Residents from anywhere outside the city accounted for 53.7% of the total circulation of books.

In January 1978 the library staff refined its data collection procedures in order to identify the percent of borrowers whose place of residence is rural Madison County, other incorporated cities, or other counties. The data is intended to be used by the Board of Trustees when they meet with the County Board of Supervisors and Boards of Trustees of the libraries at Earlham and Truro in order to review the formula for distribution of County funds to public libraries.

4. The places of residence of 4.2% of all users are other incorporated cities within Madison County.

Peru = 10/673 = 1.5% of all users
Patterson = 5/673 = 0.7%
Truro = 4/673 = 0.6%
Macksburg = 4/673 = 0.6%
St. Charles = 3/673 = 0.5%
Earlham = 2/673 = 0.3%
Total = 28/673 = 4.2% of all users

C. Location outside Madison County:

1. The places of residence of 5.6% of all users are counties which border Madison County:

Union County = 19/673 - 2.8% of all users
Dallas County = 10/673 = 1.5%
Polk County = 5/673 - 0.7%
Adair County = 2/673 = 0.3%
Warren County = 1/673 = 0.1%
Clarke County = 1/673 = 0.1%
Total = 38/673 = 5.6% of all users

IV. The People of Madison County:

Winterset Public Library
(4) Detailed results of the
registration file sample.

Results of the registration file sample correlated closely with results of the user study:

Adults were 68.8% of all registrants, and 65.8% of all users;
Juveniles were 31.2% of all registrants, and 34.2% of all users.

This was noticeably different from results of the Earlham registration file sample and user study, wherein adults constituted a much larger percent of users than of registrants. Reason for the difference is unknown.

The occupational status and place of residence of adult registrants are shown on pages 217 and 218. Place of residence of juvenile registrants is shown on page 219.

Adults in the labor force constituted 24.0% of all registrants. This was nearly twice as large a share as the comparable figure at Earlham. Of the adult registrants at Winterset who were in the labor force 51.6% resided in the city of Winterset. This was about the same as the comparable figure (50.0%) at Earlham.

Adults not in the labor force constituted 31.2% of all registrants at Winterset. Again, this was almost the same as the comparable figure (30.8%) at Earlham. Adults not in the labor force whose occupation was housewife ("housewife", "homemaker", or "mother") constituted 19.3% of all registrants at Winterset. This was slightly less than the comparable figure (22.3%) at Earlham. However, at Winterset only about 1/3 of the housewives registered at the library resided in the city of Winterset, whereas more than 1/2 of the housewives registered at the Earlham Public Library resided in the city of Earlham. The comparison indicated the drawing power of the Winterset Public Library beyond the city of Winterset.

Registrants at Winterset also included other categories of adults not in the labor force. Students were 8.0% of all registrants, and retired were 3.6% of all registrants. Earlham's comparable figures were: students (1.1%), and retired(3.2%).

Likewise, Winterset had a larger percent (13.7%) of occupation unknown than did Earlham (4.3%). The staffs at both libraries were extremely knowledgeable regarding registrants/users of the libraries, and were able to supply occupational categories in all but a few instances. They were able to do so without having devoted any special attention or effort to updating or utilizing the registration files. They just knew the people who used the library. Consider what these knowledgeable staff people could accomplish if they tried to target library services to groupings of people based on knowledge of shared characteristics such as age, education, occupation, geographic area, etc.

The geographic distribution of all registrants (adults and juveniles combined), from the place of residence of most registrants to the place of residence of fewest registrants, is as follows:

Adults and Juveniles Combined

Winterset = 189/388 = 48.7% of all registrants
Lincoln Township = 29/388 = 7.5%
Scott Township = 20/388 = 5.2%
Douglas Township = 17/388 = 4.4%
Crawford Township = 16/388 = 4.1%
South Township = 10/388 = 2.6%

Webster Township = 10/388 = 2.6%
Monroe Township = 10/388 = 2.6%
Walnut township = 10/388 = 2.6%
Union Township = 9/388 = 2.3%
Madison Township = 9/388 = 2.3%
Jackson Township = 7/388 = 1.8%
Patterson = 5/388 = 1.3%
Peru = 5/388 = 1.3%
Union County = 5/388 = 1.3%
Truro = 4/388 = 1.0%
St. Charles = 4/388 = 1.0%
Macksburg = 3/388 = 0.8%
Earlham = 3/388 = 0.8%
Penn Township = 3/388 = 0.8%
Lee Township = 3/388 = 0.8%
Ohio Township = 3/388 = 0.8%
Dallas County = 3/388 = 0.8%
Warren County = 3/388 = 0.8%
Jefferson Township = 2/388 = 0.5%
Polk County = 2/388 = 0.5%
Guthrie County = 2/388 = 0.5%
Grand River Township = 1/388 = 0.3%
Adair County = 1/388 = 0.3%
Total = 388/388 = 100.0% of all registrants

The geographic distribution of adult registrants, from the place of residence of most adult registrants to the place of residence of fewest adult registrants, is as follows:

Adults

Winterset = 128/388 = 33.0% of all registrants
Lincoln Township = 17/388 = 4.4%
Crawford Township = 12/388 = 3.1%
Scott Township = 9/388 = 2.3%
Douglas Township = 9/388 = 2.3%
Union township = 9/388 = 2.3%
South Township = 9/388 = 2.3%
Walnut Township = 9/388 = 2.3%
Webster Township = 9/388 = 2.3%
Madison Township = 6/388 = 1.5%
Monroe Township = 5/388 = 1.3%
Peru = 5/388 = 1.3%
Union County = 5/388 = 1.3%
Jackson Township = 4/388 = 1.0%
Truro = 4/388 = 1.0%
St. Charles = 3/388 = 0.8%
Earlham = 3/388 = 0.8%
Patterson = 3/388 = 0.8%
Lee Township = 3/388 = 0.8%
Dallas County = 3/388 = 0.8%
Jefferson Township = 2/388 = 0.5%
Macksburg = 2/388 = 0.5%

Polk County = 2/388 = 0.5%
Warren County = 2/388 = 0.5%
Penn Township = 1/388 = 0.3%
Grand River Township = 1/388 = 0.3%
Adair County = 1/388 = 0.3%
Guthrie County = 1/388 = 0.3%
Total = 267/388 = 68.8% of all registrants

The geographic distribution of juvenile registrants, from the place of residence of most juvenile registrants to the place of residence of the fewest juvenile registrants, is as follows:

Juveniles

Winterset = 61/388 = 15.7% of all registrants
Lincoln Township = 12/388 = 3.1%
Scott Township = 11/388 = 2.8%
Douglas Township = 8/388 = 2.1%
Monroe Township = 5/388 = 1.3%
Crawford Township = 4/388 = 1.0%
Madison Township = 3/388 = 0.8%
Jackson Township = 3/388 = 0.8%
Ohio Township = 3/388 = 0.8%
Penn Township = 2/388 = 0.5%
Patterson = 2/388 = 0.5%
St. Charles = 1/388 = 0.3%
Macksburg = 1/388 = 0.3%
South Township = 1/388 = 0.3%
Webster Township = 1/388 = 0.3%
Walnut Township = 1/388 = 0.3%
Warren County = 1/388 = 0.3%
Guthrie County = 1/388 = 0.3%
Total = 121/388 = 31.2% of all registrants

The place of residence of 48.7% of all registrants is the city of Winterset. Within the city of Winterset, the geographic distribution of adult registrants, from the place of residence of most adult registrants to the place of residence of fewest adult registrants, is as follows:

Adults

ED 11 = 47/388 = 12.1% of all registrants
ED 9 = 38/388 = 9.8%
ED 12 = 30/388 = 7.7%
ED 13 = 10/388 = 2.6%
ED 10 = 3/388 = 0.8%
Total = 128/388 = 33.0%

Within the city of Winterset, the geographic distribution of juvenile registrants from the place of residence of most juvenile registrants to the place of residence of fewest juvenile registrants, is as follows:

Juveniles

ED 12 = 19/388 = 4.9% of all registrants
ED 11 = 17/388 = 4.4%
ED 9 = 17/388 = 4.4%
ED 13 = 6/388 = 1.5%
ED 10 = 2/388 = 0.5%
Total = 61/388 = 15.7% of all registrants

WINTERSET PUBLIC LIBRARY

Registration File Sample:

Occupation and place of residence of Adult Registrants who are in the Labor Force -- as a percent of all Adult registrants.

ED#	NAME OF TOWN, COUNTY OR TOWNSHIP	Professional and Technical	Farmers and Farm Managers	Managers, Officials and Proprietors Except Farm	Clerical and Kindred	Sales Workers	Craftsmen, Foremen and Kindred	Operatives and Kindred	Service Workers Including Private Household	Farm Laborers and Farm Foremen	Laborers Except Mine and Farm
9	WINTERSET	1.5%		0.4%	2.2%				0.7%		0.4%
10	WINTERSET							0.4%			
11	WINTERSET	3.4%	0.4%	0.4%	0.7%	0.4%		0.4%	1.1%		0.4%
12	WINTERSET	1.1%		0.7%	0.4%				1.5%		
13	WINTERSET			0.4%	0.7%				0.4%		
3	EARLHAM	0.4%									
5	EARLHAM										
15	PATTERSON				0.4%						
18	ST. CHARLES								0.4%		
23	MACKSBURG										
26	PERU				0.7%						
28	TRURO	0.4%									
	COUNTY - - -										
	DALLAS								0.4%		
	POLK	0.4%									
	WARREN										
	UNION	0.4%									
	ADAIR										
	GUTHRIE	0.4%									
	TOWNSHIP - - -										
1	LEE		0.4%								
2	JEFFERSON										
4	MADISON	0.4%							0.4%		
6	PENN										
7	JACKSON										
8	DOUGLAS	0.7%	0.7%		0.4%						
14	UNION		0.7%			0.4%			0.4%		
17	CRAWFORD	0.4%		0.4%					0.7%		
19	SOUTH	0.4%	0.4%								
20	SCOTT	0.4%	0.7%	0.4%					0.4%		
21	LINCOLN	0.7%	0.4%	0.4%	0.7%						
22	WEBSTER	0.4%	0.7%								
24	GRAND RIVER										
25	MONROE										
27	WALNUT		0.4%		0.4%				0.4%		
29	OHIO										
SUBTOTAL		11.2%	4.9%	3.0%	6.7%	0.7%		0.7%	6.7%		0.7%
TOTAL		34.8% of Adult Registrants									

ADULTS IN LABOR FORCE = 34.8% of Adult Registrants

NOTE: ADULT REGISTRANTS = 68.8%
JUVENILE REGISTRANTS = 31.2%

TOTAL - - - 229 = 100.0%

WINTERSET PUBLIC LIBRARY

Registration File Sample:

Occupation and place of residence of adult registrants who are not in the Labor Force -- as a percent of all adult registrants.

NAME OF TOWN, COUNTY OR TOWNSHIP ED#	HOUSEWIFE	HOMEMAKER	MOTHER	WIDOW	VOLUNTEER	RETIRED	STUDENT	MILITARY	UNKNOWN	UNEMPLOY
9 WINTERSET	2.6%	0.7%				1.1%	1.9%		1.9%	0.7
10 WINTERSET									0.7%	
11 WINTERSET	3.4%	0.4%				0.7%	2.6%		3.4%	
12 WINTERSET	1.5%		0.4%			1.5%	0.4%		3.4%	
13 WINTERSET	0.7%					0.4%			1.1%	0.4
3 EARLHAM						0.4%				
5 EARLHAM	0.4%									
15 PATTERSON	0.4%								0.4%	
18 ST. CHARLES	0.7%									
23 MACKSBURG							0.4%		0.4%	
26 PERU	1.1%									
28 TRURO	0.7%								0.4%	
COUNTY - - -										
DALLAS							0.4%		0.4%	
POLK									0.4%	
WARREN	0.7%									
UNION	1.1%				0.4%					
ADAIR									0.4%	
GUTHRIE										
TOWNSHIP - - -										
1 LEE	0.4%								0.4%	
2 JEFFERSON	0.4%								0.4%	
4 MADISON	1.5%									
6 PENN	0.4%									
7 JACKSON						0.4%	0.4%		0.7%	
8 DOUGLAS	1.1%						0.4%			
14 UNION	1.1%	0.4%					0.4%			
17 CRAWFORD	1.1%						0.4%		1.5%	
19 SOUTH							1.1%		1.5%	
20 SCOTT	0.7%	0.7%								
21 LINCOLN	1.9%					0.4%	1.5%		0.4%	
22 WEBSTER	1.5%						0.7%			
24 GRAND RIVER	0.4%									
25 MONROE	0.7%						0.4%		0.7%	
27 WALNUT	0.7%					0.4%	0.7%		0.4%	
29 OHIO										
SUBTOTAL	25.5%	2.2%	0.4%		0.4%	5.2%	11.6%		18.7%	1.1
TOTAL	45.3% of Adult Registrants								19.8% of Adu Registrant	

ADULTS NOT IN LABOR FORCE = 45.3% of Adult Registrants

NOTE: ADULT REGISTRANTS = 68.8%
JUVENILE REGISTRANTS = 31.2%

TOTAL - - - - - - - = 100.0%

WINTERSET PUBLIC LIBRARY

Registration File Sample:

Place of residence of juvenile registrants - as a percent of all juvenile registrants.

ED#	NAME OF TOWN, COUNTY OR TOWNSHIP	JUVENILES - % of Juvenile Registrants
9	WINTERSET	14.0%
10	WINTERSET	1.6%
11	WINTERSET	14.0%
12	WINTERSET	15.7%
13	WINTERSET	5.0%
3	EARLHAM	
5	EARLHAM	
15	PATTERSON	1.6%
18	ST. CHARLES	0.8%
23	MACKSBURG	0.8%
26	PERU	
28	TRURO	
	COUNTY - - -	
	DALLAS	
	POLK	
	WARREN	0.8%
	UNION	
	ADAIR	
	GUTHRIE	0.8%
	TOWNSHIP - - -	
1	LEE	
2	JEFFERSON	
4	MADISON	2.5%
6	PENN	1.6%
7	JACKSON	2.5%
8	DOUGLAS	6.6%
14	UNION	
17	CRAWFORD	3.3%
19	SOUTH	0.8%
20	SCOTT	9.1%
21	LINCOLN	9.9%
22	WEBSTER	0.8%
24	GRAND RIVER	
25	MONROE	4.1%
27	WALNUT	0.8%
29	OHIO	2.5%
SUBTOTAL		100.0%
TOTAL		100.0% of Juvenile Registrants

NOTE: ADULT REGISTRANTS = 68.8%
JUVENILE REGISTRANTS = 31.2%

TOTAL - - - - 231 = 100.0%

IV. The People of Madison County

Winterset Public Library
(5) Details about pertinent
census data.

Urban Primary Service Area

The factors described below offer mixed indications about likely use of the library by residents of the city of Winterset. The educational level, while the second highest of any city in the county, included many whose formal education stopped at the elementary level. Also, there were a considerable number of low income families. Lower education and income levels are generally associated with lower rates of use of traditional services offered by public libraries.

In March 1979 adult residents (age 14 and older) of the city of Winterset constituted 30.5% of all users at the library. This amounted to approximately 7.1% of the available adult residents of Winterset - according to the 1970 census.

Although the proportion of the population under 18 was less than that for the entire county in 1970, it may have changed since then because more people have moved to the city of Winterset. An increase in the population under 18 would probably result in increased use of the library by adults.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION:

That consideration be given to special design and/or special delivery of library services for the following groupings in the Urban Primary Service Area:

Winterset:
- people in group quarters;
- single parent families; and
- women not in the labor force.

All three libraries:
- people age 65 and over; and
- people of foreign stock and with a mother tongue other than English (especially people of German ancestry).

Age Characteristics

In 1970, slightly less of Winterset's population was under 5, 5-13, 14-19, 20-34, or 35-64 than was true for the entire county. However, considerably more of Winterset's total population was age 65 and older (23.39%) than was true for the entire county (17.0%), the other two library towns, or six of the eight cities in the county. Throughout the county more women than men were age 65 and over. Of Winterset's total population, 14.42% were women age 65 and over - more than the comparable figure for any other city or rural township in the county.

Family Structure

Only 2.5% of Winterset's population was in group quarters. All were in ED 9, and amounted to 8.2% of the population of ED 9.

Of all families in Winterset 8.2% were single parent families. Within Winterset the figures were as follows: in ED 9 - 5.5%, in ED 11 - 10.3%, and ED 12 - 9.8% of all families were single parent families. Also, in ED 12 - 2.1% of the families were non-white single parent families. The only other cities in the county with single parent families were Bevington (100% of all families), and St. Charles (4.5%).

Of Winterset's total population 26.8% were under 18. This was less than the comparable rate (32.0%) for the entire county, or for the other populous cities in the county.

Of Winterset's population 14 and older 18.3% were widowed. They were in all EDs except ED 10. Winterset had proportionately more widowed than did the other two library towns, or five of the eight cities in the county, or the entire county.

Education Characteristics

In 1970 22.3% of the total population of Winterset was enrolled in school. This was slightly less than the comparable figure (24.9%) for the county. Winterset was second in this regard behind Earlham (24.1%) among library towns, and third behind St. Charles (27.5%) among all towns. Also, Winterset had some enrolled in college, and had the only reported enrollment in nursery school of any city or rural township in the county.

Winterset had the second highest educational level of any city in the county in 1970. Of their population age 25 and older EDs 9 and 11 had more than 20% who were college educated. However, of Winterset's population 25 and older 26.5% had only an elementary level education. Of the 25 and older population within EDs 12 and 13 more than 35% had only an elementary level education. The comparable figure for ED 9 was 23.7%.

Economic Characteristics

The median income range ($7000-7999) of families in Winterset was such that it included the median income ($7712) of the entire county. However, this meant that Winterset's median income range was less than that of Earlham or Truro. Of all families in Winterset 27.4% had a low income (less than $5000). This was near the comparable figure (27.7%) for the entire county, but more than that of Earlham (18.1%) or Truro (26.7%). Within Winterset ED 11 had 27.1% of its families in the low income range, and ED 12 had 37.3% of its families in the low income range.

Economic characteristics of the population of Winterset in 1970 were similar to but a little different from those of the other cities in the county. Of Winterset's population 16 and older those not in the labor force and not inmates of an institution included more women (29.5%) than men (10.9%). This was also true of all the other cities and rural townships in the county. Within the city of Winterset ED 13's

population 16 and older included an especially high percent (38.8%) of women not in the labor force. The registration file sample conducted in March, 1979 revealed that women from Winterset who were not in the labor force constituted 6.7% of all registrants. This translated to 9.0% of the 14 and older population of Winterset as recorded in the 1970 census. However, it was 20.3% of all the adult registrants who lived in Winterset. Students from Winterset were 3.3% of all registrants, or 4.4% of the 14 and older population of Winterset as recorded in the 1970 census. However, they were 10.2% of all adult registrants who lived in Winterset. Traditionally, housewives and students account for much of the use of public libraries. In Winterset they accounted for about 30% of the registered adults who actually lived in the city of Winterset. Although they were well represented among the adult registrants from the city of Winterset, they were not so well represented considering how many housewives and students in the city of Winterset were not registered at the library. Perhaps the library could increase the number of women registrants and users by informing more women about services available at the library. Women's groups could be utilized as a medium to reach more women.

Of Winterset's 16 and older population 23.8% were women in the labor force and employed. This was higher than the comparable rate for the entire county (17.2%), higher than that of the other populous cities in the county, and second only to the city of Patterson (24.4%).

Of Winterset's total employed 16 and older, 11.8% were professional and technical workers. This was higher than the comparable rate for the entire county (7.7%), and was the second highest of all cities - behind St. Charles (13.5%). The registration file sample revealed that professional and technical workers in the city of Winterset constituted 4.1% of all registrants. Professional and technical workers in the city of Winterset constituted 12.5% of the employed adult registrants who lived in the city of Winterset. However, compared to the 1970 census about 8.5% of the available professional and technical workers in the city of Winterset were registered at the library. Traditionally, more professional and technical workers use libraries than do their counterparts in other occupational classifications. This was also true at Winterset. As noted, professional and technical workers constituted 12.5% of the employed adult registrants who lived in the city of Winterset. The nearest other occupational classification was clerical and kindred, with 8.6%. What could the library do to attract more professional and technical workers?

Of Winterset's total employed 16 and older, 4.6% were employed in manufacturing. This was the least of all cities in the county.

Of Winterset's total employed 16 and older, 32.0% were employed in wholesale and retail trade. This was the highest of any city or rural township in the county.

Of Winterset's total employed 16 and older, 11.6% were employed in other professional and related services. This was more than the comparable rate for the entire county (8.3%) but second to St. Charles (13.5%) among cities.

Other

Automobile Available

Of the occupied housing units in the city of Winterset, 59.3% had no automobiles available. This was grossly more than the comparable figure (10.6%) for the entire

county, but second to Truro (61.4%) among all cities. Within Winterset the figures were as follows: in ED 9 - 58.4%, in ED 11 - 58.8%, and in ED 12 - 62.8% of the occupied housing units had no automobiles available.

Foreign Stock/Mother Tongue

Winterset had the only foreign born (1.3% of Winterset's population) of any city. Winterset's native of foreign or mixed parentage included 1.8% of German descent. ED 9's population included 3.8% of German descent.

Winterset's population also included 1.3% who had a mother tongue of German. This was third behind Truro (1.9%) and Earlham (1.7%). Within Winterset the figures were: ED 9 (1.6%), ED 11 (0.6%), and ED 12 (1.9%).

Place of Residence, 1965 and 1970

Of Winterset's population five years and older 53.8% lived in the same house in 1970 as in 1965. Also, 20.8% had moved to Winterset from elsewhere within Madison County. In both these regards Winterset was much like the other more populous cities (Earlham, St. Charles, and Truro). This was an example of the increased urbanization of Madison County between 1960 and 1970. Within Winterset, of the populations five years and older within EDs 9,11, and 12 nearly 40% had moved to Winterset between 1965 and 1970.

Commuted to Work

The city of Winterset, also known as Center Township, had 14.2% of its total employed 16 and older who commuted outside the county to work, and 77.2% who worked inside the county. Winterset had less of its workers commuting outside the county to work than did the other populous cities of the county. North and eastern border townships generally had the highest percent of total employed 16 and older who commuted outside the county to work. Examples: Lee (38.7%), Jefferson (42.5%), Madison (36.3%), Penn (27.9%), Crawford (77.8%), and South (54.1%). However, Walnut Township (including the city of Peru) also had a high percent (60.3%) who commuted outside the county to work.

Rural Primary Service Area

The education, age, and income factors described below indicate that in general the residents of the Rural Primary Service Area were not likely to use traditional public library services.

In March 1979 adult (age 14 and older) residents of the Rural Primary Service Area of the Winterset Public Library constituted 12.9% of all users at the library. This amounted to approximately 7.2% of the available adult residents of the Rural Primary Service Area - according to the 1970 Census.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION:

That consideration be given to special design and/or special delivery of library services for the following groupings in the Rural Primary Service Area:

Winterset:
- people in group quarters (Douglas Township);
- single parent families in Crawford Township; and
- people with no automobiles available.

All three libraries:
- women not in the labor force; and
- farmers.

Age Characteristics:

Of the Winterset RPSA's population in 1970, proportionately more were under 5, 5-13, and 14-19 than was comparable for the entire county. However, slightly less of Winterset RPSA's population was age 20-34, 35-64, or 65 and over than was comparable for the entire county.

Family Structure

Of the Winterset RPSA's population, 3.7% were in group quarters. All these were in Douglas Township, and constituted 14.0% of the Douglas Township population. The Winterset Public Library could provide outreach library services to the nursing home in Douglas Township, or could explore a cooperative arrangement with the Earlham Public Library.

Of all Winterset RPSA's families, 1.3% were single parent families. All these lived in Crawford Township, and constituted 8.7% of all Crawford Township families. Considered along with the single parent families who lived in the city of Winterset, a total of 9.5% of all families in the urban and rural primary service area of the Winterset Public Library were single parent families. What could their library do for these people?

In 1970, the Winterset RPSA had proportionately less of its population under age 18 than did the entire county.

The Winterset RPSA had slightly less of its population 14 and older who were widowed than did the entire county. However, Douglas Township had the highest percent (17.1%) widowed of any rural township in the county. This is probably because of the nursing home located on the outskirts of Winterset in Douglas Township.

Education Characteristics

The Winterset RPSA had proportionately less of its total population enrolled in school than did the entire county. However, Crawford Township had the third highest percent (39.2%) enrolled in school of all rural townships in the county.

The Winterset RPSA educational level was third behind those of Earlham and Truro. Of the Winterset RPSA population 25 and older, 26.3% had an elementary level education. This was more than the comparable rate for the entire county or the other two RPSA's.

The median educational level of each RPSA was high school, 4 years. The educational level of the Winterset RPSA in 1970 did not indicate the likelihood of much use of the library by adults age 25 and older.

Economic Characteristics

The median income range of all families in the Winterset RPSA was $8000-8999, which was higher than the comparable figure of the Earlham or Truro RPSA, and higher than the median income ($7712) of the entire county. Of all families in the Winterset RPSA, 23.6% had low incomes (less than $5000). The median income range of the Winterset RPSA was brought up by Crawford and Scott townships (highest and third highest amond all rural townships), and lowered by Lincoln Township (tied for second lowest among all rural townships).

Of Winterset RPSA's population 16 and older, 30.7% were women not in the labor force and not inmates of an institution. This was about the same as that (31.0%) for the entire county. Of the Winterset RPSA population 14 and older, 49.7% were women. Housewives who lived in the Winterset RPSA constituted 3.9% of all registrants, and 31.9% of the adult registrants who lived in the Winterset RPSA. This translated to about 12.5% of the available 14 and older population in the Winterset RPSA according to the 1970 census. Obviously, the housewives were well represented among the adult registrants who lived in the Winterset RPSA. However, it seems likely that there are many more who could be registered.

Of Winterset's total employed 16 and older, 7.5% were professional and technical workers. This was more than the comparable rate (7.7%) for the entire county, for Earlham RPSA (4.2%), or Truro RPSA (3.3%). Registrants at the Winterset Public Library who were professional and technical workers and lived in the Winterset RPSA constituted 1.5% of all registrants, and 12.8% of the adult registrants who lived in the Winterset RPSA. Among all rural townships, Scott Township had the highest percent (12.4%) of total employed 16 and older who were professional and technical workers.

Of Winterset RPSA's total employed 16 and older 37.2% were farmers and farm managers, and 7.5% were farm laborers and farm foremen. None of the registrants at the Winterset Public Library were farm laborers and farm foremen. However, farmers and farm managers were 3.3% of all registrants. Farmers and farm managers who lived in the Winterset RPSA constituted 1.3% of all registrants, and 10.6% of the adult registrants who lived in the Winterset RPSA.

Of Winterset RPSA's total employed 16 and older 46.4% were employed in other industries (includes agriculture). Winterset RPSA was second in this regard to Earlham RPSA (54.6%).

Other

Automobiles Available

Of Winterset RPSA's occupied housing units 37.6% had no automobile available in 1970. This was less than the comparable rate for Earlham RPSA (50.0%). Perhaps transportation is a problem for residents of the Winterset RPSA.

Foreign Stock/Mother Tongue

Winterset RPSA's population included only 0.3% foreign born. They all resided in Douglas Township - possibly in the nursing home. Also, Winterset RPSA's population included 2.6% native of foreign or mixed parentage. Germany was the country of origin of 0.9% of the Winterset RPSA population. Ot Winterset RPSA's population, 0.8% had a mother tongue of German.

Place of Residence, 1965 and 1970

Of Winterset RPSA's population five years and older, 59.6% lived in the same house in 1970 as in 1965. This was less than the comparable rate for Truro RPSA (81.2%) or Earlham RPSA (64.5%). More people had moved to the Winterset RPSA.

Of Douglas Township's population five years and older 42.1% lived in the same house in 1970 as in 1965. This was the smallest such figure for any rural township. Furthermore, 41.0% of Douglas Township's population five years and older lived in the same county in 1970 as in 1965. This meant that they had moved to Douglas Township from elsewhere within Madison County, and the figure was the highest of any rural township. The location of the nursing home in Douglas Township might explain the high rate of in-migration to Douglas Township.

Other Urban Madison County

During user studies conducted in March 1979, the Winterset Public Library was the only public library in Madison County which received clientele from the other cities in Madison County. Accordingly, the category "Other Urban Madison County" was created to describe user, registrant and census data about the cities of Madison County in relation to the Winterset Public Library.

In March 1979, adult (age 14 and older) residents of the cities of Madison County constituted 33.6% of all users of the library. This amounted to approximately 4.9% of the available adult residents of the cities in Madison County - according to the 1970 census.

Excluding the city of Winterset, the above figures were as follows:

Adult residents of other cities in Madison County constituted 3.1% of all users of the library. This amounted to approximately 1.2% of the available adult residents of the other cities in Madison County - according to the 1970 census.

The education, income and age factors described below indicate that in general the residents of cities in Madison County were not likely to use traditional public library services.

However, other 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the urban population.

RECOMMENDATION (Winterset):

That consideration be given to special design and/or special delivery of library services for the following groupings in Other Urban Madison County:

- people age 65 and over (especailly in Macksburg and Winterset);
- people in group quarters (Earlham and Winterset);
- single parent families (Winterset, St. Charles, and Bevington);
- women not in the labor force (especially St. Charles and the less populated cities);
- and people of foreign stock and with a mother tongue other than English (people of German ancestry in Macksburg, Winterset and Earlham; and those of Spanish ancestry in St. Charles).

Age Characteristics

Of the Madison County population age 13 or less in 1970, 48.4% lived in the cities of Madison County. Of those age 65 and over, 65.9% lived in the cities of Madison County. Also, those age 65 and over constituted 21.8% of the cities' total populations.

Family Structure

Earlham and Winterset were the only cities which had any people in group quarters. Of Earlham's population, 2.7% were in group quarters. Of Winterset's population, 2.5% were in group quarters. Douglas Township was the only rural township with any in group quarters. Of Douglas Township's population, 14.0% were in group quarters. The comparable rate for the entire county was 1.7%.

Only three cities had single parent families. Of all Winterset's families, 8.2% were single parent families. The comparable rate for Bevington was 100.0%, and for St. Charles was 4.5%. In St. Charles, 6.3% of all families were Spanish-American families. The Winterset Public Library along with the Earlham and Truro public libraries and the Multi-Purpose Center, could explore the possibility of extending library services to single parent families.

It is difficult to see a pattern in the percent of the population of each city which is under 18.

Cities generally had proportionately more widowed than did the rural townships.

Education Characteristics

St. Charles had the highest percent (27.5%) of its population enrolled in school of any city in the county. Earlham was second (24.1%), and Winterset was third (22.3%). St. Charles also had proportionately more enrolled in college - 6.0% of all students, than any other city. Again, Earlham was second (3.0%) and Winterset third (2.5%). No other cities reported any enrolled in college.

St. Charles had the third highest educational level of all cities - behind Earlham and Winterset. Of St. Charles' population 25 and older, 13.5% were college educated. However, there were also 31.6% with elementary level education. Some other cities also had many people with an elementary level education. Of the populations age 25 and older the percent with an elementary level education were as follows. Truro - 47.3%; Patterson - 43.0%; Macksburg - 35.3%. The educational level of the population age 25 and older in most cities in Madison County indicated that a substantial portion of the people were not likely to use public libraries.

Economic Characteristics

Although low, the median income range of families in cities was generally higher than that of families in the rural townships of Madison County. Earlham had the highest median income range ($10,000-11,999) of any city. St. Charles, Truro and Macksburg were in the $8000-8999 range. Winterset, Patterson and Peru were in the $7000-7999 range. Bevington was in the $0-999 range. The most populous cities generally had fewer of their families in the low income category than was true of the less populous cities. Of all families in St. Charles, 34.2% were low income (less than $5000). This was the highest among the more populous cities. Comparable figures for the other three were as follows: Winterset (27.4%), Earlham (18.1%), and Truro (26.7%).

Low income families as a percent of all families in the less populated towns were as follows: Patterson (44.7%), Peru (40.9%), Macksburg (33.3%), and Bevington (100.0%).

Income levels of the families who lived in the cities of Madison County in 1970 indicated that a substantial portion of those families would not be likely to use the public library.

Among the most populous cities, St. Charles had by far the highest percent (47.8%) of people 16 and older who were women and not in the labor force and not inmates of an institution. Winterset had 29.5%; Earlham had 27.8%; and Truro had 35.0%. The less populous cities also had a high percent of women not in the labor force, e.g., Peru (35.7%), Macksburg (37.7%), Patterson (33.2%), and Bevington (100.0%). Housewives registered at the Winterset Public Library who were residents of cities other than Winterset in Madison County constituted 2.3% of all adult registrants at the Winterset Public Library. However, they constituted 45% of the adult registrants from the cities of Madison County. Again, housewives were well represented among those adults who registered at the library.

Among the cities of Madison County, St. Charles had the highest percent (13.5%) of total employed 16 and older who were professional and technical workers. Only the other more populous cities (Winterset, Earlham, and Truro) also had professional and technical workers. Macksburg had the highest percent (24.6%) who were farmers and farm managers. Macksburg also had the highest percent (8.8%) who were farm laborers and farm foremen. From among the cities and occupational categories just mentioned, only the professional and technical category was represented among registrants at the library. They were from Earlham and Truro.

Of Winterset's total employed 16 and older, 32.0% were employed in wholesale and retail trade. This was highest among all cities. Truro was second with 31.4%.

Other

Automobiles Available

Most (six of eight) cities had more than the county rate (10.6%) of occupied housing units with no automobiles available. The most populous cities had especially high shares of their occupied housing units with no automobile available: Winterset (59.3%); Earlham (47.5%); St. Charles (57.2%); and Truro (61.4%). Is transportation a problem for some people even within a city? The library could ask the staff of the Multi-Purpose Center and the Department of Social Services. If transportation is a problem within cities perhaps there is a need for mobile library services or book depositories.

Foreign Stock/Mother Tongue

Of the population of Macksburg, 5.0% were of foreign stock. All of them were second generation Americans whose parents were from Germany. Second generation Americans from Germany also resided in two other cities: Winterset (1.8%), and Earlham (1.1%). Truro had second generation Americans from Sweden (1.3%).

German was the predominant mother tongue other than English in most cities. For example, only two cities had any residents with a mother tongue of Spanish. They were St. Charles (3.0%), and Winterset (0.2%).

Place of Residence, 1965 and 1970

The most populous cities had a lower percent of their populations five years and older who lived in the same house in 1970 as in 1965 than was true of the least populous cities. Proportionately more people moved to the most populous cities. Also, the more populous cities received a higher percent of their residents from the same county than was true of the less populous cities - further evidence that people were moving to the more populated cities in preference to the less populated cities.

Other Rural Madison County

During user studies conducted in March 1979, only the Winterset and Earlahm public libraries received clientele from rural townships outside the Rural Primary Service Area of the library but within Madison County. Accordingly, the category "Other Rural Madison County" was created to describe user, registrant and census data about those rural townships in relation to the Earlham and Winterset public libraries.

In March 1979, adult (age 14 and older) residents of all rural townships of Madison County constituted 28.1% of all users of the library. This amounted to approximately 4.5% of the available adult residents of the rural townships in Madison County - according to the 1970 census.

Excluding those townships within the Rural Primary Service Area of the Winterset Public Library, the above figures were as follows:

> Adult residents of rural townships outside the Rural Primary Service Area but within Madison County constituted 15.2% of all users of the library. This amounted to approximately 3.4% of the available adult residents of those rural townships - according to the 1970 census.

According to the education, income and age factors described below, residents of the northern and northeastern rural townships were likely to use traditional public library services. However, this was not the case for residents of most other rural townships.

Study of the 1970 census data, as reported in this section, suggested that potential library users might be found within various groupings of the population.

RECOMMENDATION (Winterset):

That consideration be given to special design and/or special delivery of library services for the following groupings in Other Rural Madison County:

single parent families in the east and northeastern border townships - and Jackson Township;
women not in the labor force;
professional and technical workers from Grand River Township;
farmers; and
people of foreign stock and with a mother tongue other than English (e.g., people of German ancestry in the northern and northwestern townships - especially Jefferson Township).

Age Characteristics

Of those age 0-13 in Madison County in 1970, 51.6% lived in rural townships. Of those age 65 and over, 34.1% lived in rural townships.

Family Structure

Douglas Township was the only rural township which had any of its people in group quarters. Of the total population in Douglas Township, 14.0% lived in group quarters. They were probably in nursing homes near the city of Winterset.

Single parent families were a small percent (5.1%) of all families county-wide, and were present in only 6 of 16 rural townships. The east and northeast border townships (Lee, Union, Crawford and South townships), had from 4.0%-8.7% single parent families. However, Jackson Township, in the northwest quadrant of the county, had the highest percent (9.2%) of single parent families. What could the library do for single parent families? Are there more or fewer single parent families now than in 1970? The staff at the library could discuss these questions with the staffs at the Multi-Purpose Center and the County Department of Social Services.

The north and eastern border townships (Jefferson, Lee, Union, Crawford, and South townships) had a greater percent of their populations (from 33.8% - 46.5%) under 18 than was true of the entire county or 10 of the 16 rural townships. This offered a mixed indication of use of the library by adults from rural townships. Adults with children under age 18 tend to use public libraries. However, between 1960 and 1970 the trend in Madison County was for people to move from the rural area to the cities. Apparently the trend has continued during the 1970's. We know that the migration included many elderly people, but what about younger adults and their families? Did many of them also move to the cities? If so, there is less likelihood that the rural townships would be the source of much adult use of the public libraries.

Rural townships in general had less of their population widowed than was true of the cities. Of the population 14 and older in Douglas Township, 17.1% were widowed. This was the highest of all rural townships. The high rate was probably due to the location of the nursing homes near Winterset in Douglas Township. Ohio Township had the next highest percent (10.2%) of widowed. As noted elsewhere, the cities tended to have a greater share of their populations 14 and older who were widowed than was true of the rural townships. What could the library do for people who are widowed? The staff at the library could search for an answer to this question along with the staff at the Multi-Purpose Center and the Department of Social Services. Perhaps the already established support networks of family, friends and groups could be supplemented by books and films from the library.

Education Characteristics

The north and eastern townships (Lee, Jefferson, Madison, Crawford, and South Townships) had more of their populations (from 33.3% - 43.3%) enrolled in school than was true of the entire county or 10 of the 16 rural townships. Also, of Lee Township's students, 10.2% were enrolled in college. Only Ohio Township had more (17.1%).

Of the population 25 and older, northern townships (Lee, Jefferson, Madison, and Penn) had a higher percent (from 16.9% - 24.8%) of college educated than was true of the entire county (14.2%), or most of the other rural townships.

Northern townships also had a generally smaller percent of their populations 25 and older who had an elementary level education. However, of the population 25 and older in Penn Township, 28.8% had an elementary level education, and 1.7% had no education.

The 1970 census data regarding involvement in education and years of school completed suggest that the northern townships were likely to be a source of adults who used the public library. The registration file sample conducted in March, 1979 revealed that 3.1% of all registrants at the Winterset Public Library were adults from the northern townships. At the Earlham Public Library, they constituted 8.5% of all registrants.

Economic Characteristics

Crawford Township had the highest income level of all rural townships. Of all families in Crawford Township, the median income range was $10,000-11,999. Madison Township was second highest ($9,000-9,999) among rural townships. The highest incomes ($50,000 and over) were reported in Jefferson and Scott townships. Of all families in Jefferson Township there were also 16.8% with incomes of $25,000-49,000. The only others in that category were Douglas (4.7%) and Crawford (7.2%). Thus the northern and eastern, or more populous townships tended to have the higher incomes.

Of the population 16 and older in rural townships, more women than men were not in the labor force. This was especially apparent for those between the ages 16 and 65 because most of the people 65 and over were in cities.

Of people age 16 and older, 14 of the 16 townships had fewer women in the labor force and employed than was true of the entire county (17.2%). However, for males the figures were reversed. Of people 16 and older, 15 of the 16 rural townships had a higher percent of male employed than was true of the entire county (36.8%), or seven of the eight cities.

Of the total employed 16 and older, Scott Township (the third most populous rural township in 1970) had the highest percent (12.4%) of professional and technical workers. For some reason, Grand River Township had the second highest percent (10.2%) of professional and technical workers. The registration file sample in 1979 revealed that none of the adult registrants from Grand River Township were in the labor force. Adult registrants from Scott Township constituted 2.3% of all registrants. Among the adult registrants in the labor force from Scott Township, 20% were professional and technical workers.

Of the total employed 16 and older county-wide, 23.2% were farmers and farm managers. Of all rural townships, only South Township (the most populous township and located on the eastern border) had a smaller percent (17.5%) of farmers and farm managers.

Service workers, including private household, were proportionately more evident in townships near the most populous cities; near Earlham - Madison (14.9%) and Penn (.0.8%); near Winterset - Douglas (13.3%) and Union (13.2%). Also, in Grand River Township service workers, including private household were 10.2% of the total employed 16 and older.

The registration file sample in March, 1979 revealed that farmers and farm managers from the rural townships constituted 3.1% of all registrants. Furthermore, farmers and farm managers from rural townships constituted 11.4% of the adult registrants from the rural townships.

Service workers including private household who were residents of rural townships constituted 1.5% of all registrants. They constituted 5.7% of the adult registrants from the rural townships.

Housewives from the rural townships constituted 9.0% of all registrants. They constituted 33.3% of adult registrants from the rural townships.

Students from rural townships constituted 4.1% of all registrants, adn 15.2% of the adult registrants from the rural townships.

Of the adult registrants from the rural townships, 33.3% were in the labor force, 51.4% were not in the labor force, and the occupation of 15.2% was unknown.

Northern and eastern townships (Jefferson, Madison, South and Scott townships) had more of their total employed 16 and older (from 10.4% - 14.2%) who were employed in financial, insurance, business and repair services than was true of the entire county (6.7%), any of the other rural townships, or six of the eight cities in the county.

Two townships near Winterset had a higher percent of their total employed 16 and older who were employed in other professional and related services than was true of the entire county, any other township, or any city. The two townships were: Union (17.0%), and Lincoln (17.6%). The industry classification other professional and related services included hospitals, health services other than a hospital, welfare, religious, legal, engineering and miscellaneous professional services.

Other

Automobiles Available

People who lived in the rural townships tended to have automobiles available more than was true of city dwellers. Most (10 of 16) rural townships had less than the county rate (10.6%) of occupied housing units with no automobiles available. However, 50% or more of the occupied housing units in Douglas and Scott townships had no automobiles available. The same was true of Jefferson, Madison, and Penn townships.

Foreign Stock/Mother Tongue

Among rural townships, the only foreign born resided in Douglas Township - where 1.3% of the total population was foreign born. Perhaps they resided in the nursing home near Winterset.

Second generation Americans, those native of foreign or mixed parentage, were residents of 12 of the 16 rural townships. Germany and Sweden were the most frequently reported countries of origin. Northern and northwestern townships (Lee, Jefferson, Penn, Jackson, and Douglas) - and Lincoln Township, included second generation Germans.

The only rural townships which included people of Swedish origin were Penn (1.5%), Jackson (7.8%), and Scott (1.6%).

Among rural townships, German was the predominant mother tongue other than English. This was especially true in northern and northwestern townships. Of the population in Jefferson Township, 10.4% had a mother tongue of German. This was highest of all rural townships.

Place of Residence, 1965 and 1970

The most populous rural townships (South, Scott, Lincoln, Douglas, and Penn) had comparatively low percents of their population living in the same house in 1970 as in 1965. The same was true of Union Township - near Winterset and in the northeast quadrant of townships.

In Jackson Township 100% of the population five years and older lived in the same house in 1970 as in 1965. This was the highest rating among all rural townships. For some reason Lee Township had the second highest rating (89.4%).

In Douglas Township 42.1% of the population five years and older lived in the same house in 1970 as in 1965. This was the lowest rating among all rural townships, and may have been caused by the location of nursing homes near Winterset in Douglas Township. Webster Township had the second lowest rating (42.3%) in the same category.

Commuted to Work

North and eastern border townships had proportionately more of their total employed 16 and older who commuted outside the county to work than was true of the entire county or the interior townships. Also, in Walnut Township - on the southern border of the county, 60.3% of the total employed 16 and older commuted outside the county to work.

IV. The People of Madison County

Comparison of Madison County to 1978 Gallup Survey

Earlier in this section we presented data about user studies, etc. which pertained to Madison County. This section ends with a comparison of Madison County to the results of the 1978 Gallup survey of book reading and library usage in the United States, and a summary of the section.

The Gallup survey consisted of a representative sample of adult men and women. Our comparison of data - local and nationwide, is intended to complement the preceding information about Madison County and to help achieve the same goal - development of reasonable expectations about library services in Madison County.

According to the Gallup survey, 51% of the adults in America visited the public library during the past year. During the user studies in March 1979 at the three libraries in Madison County, a total of 883 residents (all age groups) of Madison County, or 7.6% of the 1970 population of the county, visited the libraries. Of those, 71.9% visited the Winterset Public Library, 17.1% visited the Truro Public Library, and 11.0% visited the Earlham Public Library.

"Heavy" visitors were, according to Gallup, likely to be men 18-34 years of age, college educated, in a household with children under 18, and residents of the East. Within Madison County, in 1970, 8.4% of the population were men age 18-34. We do not know their educational level, or how many lived in households with children under 18. However, of all men 25 and older, 11.3% had 1-3, or 4 years of college education.

"Medium" visitors were, according to Gallup likely to be women 18-34 years of age, college educated, in a household with children under 18, and residents of the South and East. Within Madison County women age 18-34 constituted 8.8% of the population in 1970. We do not know their educational level, or how many lived in households with children under 18. However, of women 25 and older, 16.8% had 1-3, or 4 years of college education.

"Light" visitors were, according to Gallup, likely to be 18-49 years of age, college educated, in a household with children under 18, and residents of the West. Within Madison County in 1970, 33.5% of the population was 18-49 years of age. We do not know their educational level, or how many lived in households with children under 18. However, of the population 25 and older, 14.2% had 1-3 years or 4 years of college education.

Gallup found that non-visitors were likely to be men 50 and older, with a high school education or less, in a household without children and residents of the South or Midwest. Within Madison County men age 50 and over constituted 15.9% of the population in 1970. We do not know their educational level, or how many lived in households without children. However, of men age 25 and older high school 1-3 years or 4 years was the highest educational level of 57.4%. Another 31.0% had some elementary level education. The educational level indicates that most of the men were likely to be non-visitors.

Library Services Used

Gallup found that among library visitors, 75% borrowed a book in the past year, 56% used reference materials, 49% read newspapers or magazines, 20% borrowed records, tapes or films, 18% heard a speaker or saw a movie, and 6% took a class.

Among all respondents, 25% telephoned or visited the library in the past year to answer a question. Among library visitors, the figure was 39%.

During user studies conducted at the libraries in Madison County in March 1979, we learned the number of people who visited the libraries or had a friend acquire something for them at one of the libraries. However, we did not learn the extent to which particular kinds of library services were used.

(1) Actual number of all users at each library during the user study:

Earlham: 127
Truro: 158
Winterset: 673

Note: Truro had more users than Earlham, but was open fewer hours than Earlham. Perhaps this was due in part to the fact that Truro was open on Saturday mornings, and after 5:00 p.m. during the week.

(2) Number and percent of users at each library during the user study who were residents of rural townships within Madison County:

Earlham: 28 = 28/127 = 22.0% of all users at Earlham
Truro: 64 = 64/158 = 40.5% of all users at Truro
Winterset: 268 = 268/673 = 39.8% of all users at Winterset

Note: Truro had a higher actual number of users from rural townships within Madison County than did Earlham. Truro had a higher percent of all its users who were from rural townships within Madison County than did Earlham.

(3) Number and percent of users at each library during the user study who were residents of border counties:

Earlham: 30 = 30/127 = 23.6% of all users at Earlham
Truro = 7 = 7/158 = 4.4% of all users at Truro
Winterset: 38 = 38/673 = 5.6% of all users at Winterset

Note: Earlham had a higher percent of all its users who were residents of border counties. Most (29) were residents of Dallas County. When combined with the number and percent of all users at Earlham who were residents of rural townships within Madison County, the totals (58=58/127=45.7%) became evidence that the proportion of all users at Earlham who were rural residents was as great as the proportion of all users at Truro or Winterset who were rural residents.

Note: Winterset had a higher actual number of users who were residents of border counties. However, this amounted to a small percent of all users at Winterset. This disparity indicated the extent of the geographical area served by Winterset, and the extent to which residents of outlying rural areas used the Winterset Public Library.

Madison County
LIBRARY USERS
March 1-15, 1979

Category	Percent of all users, EARLHAM	Percent of all users, TRURO	Percent of all users, WINTERSET
*Adults:	82/127=64.6%	90/158=57.0%	443/673=65.8%
*Juveniles:	45/127=35.4%	68/158=43.0%	230/673=34.2%
All Users (Adults & Juveniles):	127/127=100.0%	158/158=100.0%	673/673=100.0%
Users (Adults & Juveniles) less than 5 miles from the Library:	116/127=91.3%	116/158=73.4%	418/673=62.1%
Users within Madison County:	97/127=76.4%	151/158=95.6%	635/673=94.4%
Users within the Library Town:	69/127=54.3%	87/158=55.1%	339/673=50.4%
Users Rural Madison County:	28/127=22.0%	64/158=40.5%	268/673=39.8%
Users other cities in Madison County:	- - -	- - -	28/673=4.2%
Users other counties:	30/127=23.6%	7/158=4.4%	38/673=5.6%

*Criteria for the designation "adult" or "juvenile" differed among the libraries. At Earlham an adult was age 20 and over, but at Truro and Winterset an adult was age 14 and over. Juveniles were all those too young to be designated adult at the respective libraries.

Interest in Newer Library Services

Of all respondents to the Gallup survey 48% expressed interest in "people to provide information over the phone," and 46% expressed interest in "a computer which you can use to search for information or books you want." The same two services generated the most interest among library visitors, attracting 54% and 56% respectively. These "new" services obviously include traditional reference service. Apparently many library visitors were not aware of traditional library reference services. Also, library visitors expressed a desire for access to computer technology.

The libraries in Madison County provide traditional reference service independently or with support of CIRL reference service. Perhaps reliance on CIRL will be increased, e.g., computer searches for information or books.

About one out of four respondents to the Gallup survey indicated that they were "not at all interested" in all services mentioned. Specifically, 44% were not interested in people to help improve their reading skills, 42% were not interested in music listening areas, 41% expressed no interest in books with large print, 33% had no interest in films, records and tapes for loan, and 30% expressed no interest in special classes. Some of these services drew similar lack of interest from library visitors. For example, among library visitors 42% were not at all interested in "people to help you improve your reading skills" or in books with large print. Also, 37% were not interested in music listening areas.

Awareness of such factors, and placing them in perspective, might help those who plan library services in Madison County. For example, the statistic that 41% of the adult population in the United States are not interested in large print books need not discourage librarians from purchase of large print books. Older adults might be interested in large print books if an effort were made to make them aware of this material. Such an effort involving creative publicity and salesmanship techniques would seem to be especially indicated in Madison County where there is a high percentage of people over 60 years old.

V. Review of Project Goals

Review of Project Goals

To attempt sweeping generalizations at this point about the libraries, the communities, and the people of Madison County would, in a sense, be a betrayal of the essence of the community analysis technique which we have attempted to apply in this study. The strength of community analysis is that it necessitates an in-depth look at the library service agencies and a close examination of all pertinent aspects of the milieu in which those agencies deliver their services. The technique teaches an avoidance of facile generalization. To know that in general the people of Madison County have a certain educational level or can be placed in certain broad occupational categories is far less helpful than knowing, for example, the education and occupations of the people in Enumeration District 10. It is on the basis of such detail that library service can be customized to meet the specific needs of a specific group of people.

The tailor, by taking exact measurements and carefully cutting his cloth to those exact measurements, can craft a garment that will fit his customer precisely. A customer who purchases a garment "off the rack" must rely on averages, on generalities. He must content himself with a poor fit if his body does not conform to those averages. This study reports measurements relevant to library service as precise as we were able to make them given our limitations. We hope this study furthers the work begun by the librarians toward custom-tailored library service which will fit the people of Madison County exactly.

Although we are reluctant to attempt a general summary of results, this does seem an appropriate place to review briefly the goals which we formulated and presented to the Board of the Central Iowa Regional Library when we began this project in September, 1978.

One of our goals was to determine the extent to which the independent and autonomous local libraries in Madison County served the entire population of the county. What did we find? First of all it must be said that our findings were sketchy and incomplete.

Monitoring library usage during a single, perhaps atypical period is inadequate for a complete picture. As we have suggested elsewhere in the report a repetition of the user study by each library a number of times in a year would yield more accurate results. With the limitations of the methodology being stressed we found that only 7.3% of the estimated 1976 total population of the county used any of the three libraries during our test period. Even if we allow a generous 100% margin of error the percentage of the Madison County population served is only 15%. Twenty-five to thirty-five percent is the average nationwide. The Madison County percentage seems low - but is it?

As noted,by Hale, (see page 141) expectations about usage of traditional library services by adults must be based on a knowledge of certain correlated demographic factors - such as income and educational levels. Although a wealth of data was available to use, unfortunately we did not have some of the information we needed to fully develop usage expectation levels. The following is a summary of information we did have:

Factors correlated with increased adult use of traditional public library services.		Extent to which the same factors were present in Madison County in 1970.
Education:	high school and some college.	14.2% of those age 25 and older had at least some college education.
Income:	middle to upper - middle income.	8.2% of all families and unrelated individuals had incomes of $15,000 - 24,999. Also, 89.1% had incomes of less than $15,000.
Age:	high school to college age.	25.0% of the total population were age 14 - 34. Also, 17.0% were age 65 and over - traditionally a low use grouping.
Occupation:	professional.	7.7% of the total employed 16 and older were professional and technical workers.
Number of school-age children:	Presence of more school-age children correlates with more adult use of the public library.	32.0% of the total county population were school-age children (under age 18).
Sex:	female	12.7% of the total population were females of high school to college age (14-34).

On balance this data indicated that Madison Countians were not likely to use traditional library services, and as we have seen only approximately 7% of the estimated 1976 population of the county did, in fact, use the Madison County libraries during our sample period. We have explored some of the implications of this fact throughout "The People" section of this report. We have suggested a number of specially targeted and innovative library services. Increasing the percentage of population which uses the library will not be an easy task. Much imaginative thinking, community contact and involvement, and creative, responsive planning will be necessary.

Another of our goals for this project was to gather information which would allow us to plan effectively at the regional level. It was hoped that by learning more about Madison County and its libraries we would be better able to assist them in improving service and preparing for the future. We hoped also to be able to

extrapolate our findings to "similar" libraries throughout the region if we used due caution. What did we find? We found that Madison County library service has some strengths as well as weaknesses.

It is interesting to see what inferences we can make about library service usage in other counties in the Central Region and throughout Iowa. During fiscal year 77-78 Winterset had the highest reported circulation of forty-seven libraries in its population size category (as designated by the State Library Commission of Iowa). Truro ranked fourteenth among one hundred and ten libraries of similar size throughout Iowa. Earlham ranked a respectable eighty-third among one hundred and twenty-five libraries despite the fact that it was handicapped by having a population near the bottom limit of its size category range. (Earlham's population was 1,069. The population size range was 1,000 - 2,499.) Our somewhat reluctant conclusion is that even though the Madison County public libraries are used by a small percent (approximately 7%) of the total population of Madison County, they are probably doing better than many, if not most, of the libraries in other Iowa counties.

Madison County libraries may be doing fairly well comparatively in Iowa. Nonetheless, approximately 85% of the county population is apparently unserved by a library in the county. The implications of this fact and the need for imaginative attempts to extend innovative library service to that 85% is the focus of much of the discussion and many of the recommendations in this report. We believe a similar challenge faces the public libraries in the rest of the Central Region.

There are other areas for concern. There is little contact and joint planning among the public library people in the county. There is even less contact and coordination with school librarians or people involved in related community service agencies. Service goals tailored to specific service areas have not been clearly formulated. The librarians and trustees seem to see their libraries primarily as city libraries despite the fact that they are receiving county funds. Presently library service is predominantly, almost exclusively, traditional service, i.e., circulation of books. Library programming activity is aimed almost exclusively at children. Little county wide publicity of library service has been done. It is likely that most of the libraries in this area have similar problems.

The libraries in Madison County have great strengths. Those strengths are, by and large, people strengths that reflect the quality of the individuals working in and with the libraries. We were pleasantly surprised at the extent to which librarians were already offering their patrons customized service. When a librarian tells a child who comes into the library after school, "Here,take this new book home to your Dad, I know he enjoys reading about ships," that's customized and assertive librarianship. When an atmosphere exists in a library such that folks drop in just to visit and chat with the staff, even if they don't intend to "use" the library, that is a strength. In Madison County we have an illustration of a fact that is beginning to be learned on many levels and in many spheres - bigger is not always better. These libraries are small. Their resources are limited. But the librarians know their collections. They know their present users and their tastes. They know how to make people feel at home in the libraries. It is worth noting again that when we were seeking information about the occupations of library registrants we found that in most cases the registration cards did not carry this information. This did not present a problem. The librarians were able to tell us the occupations because they know the people.

Perhaps the greatest strengths of the libraries' people are their openness, their willingness to examine themselves and to allow others to do so, their desire to improve the quality of service they are delivering. On such a foundation much can be built. We hope that other libraries in the area share these strengths.

Finally, one of our goals in undertaking the project was to demonstrate the feasibility of applying community analysis techniques on a county wide scale. Is it feasible? Yes, but the scope imposed limitations as we point out in the Introduction and discuss throughout the report. We would not do a future study in quite the same way as we did this one. More local community participation in preparing a report would be worthwhile in and of itself, would yield more accurate results and, hopefully, would place a lighter burden on the resources of the Central Iowa Regional Library.

Considerable time and effort have been expended on this report but we believe the expenditure has been worthwhile. We believe we have a study that can be useful to the library people in Madison County. As implied in the Introduction, however, it is the librarians and trustees of Madison County who must make the judgment regarding the usefulness of this report to them. Their reactions and those of other librarians, trustees, and all interested readers are vital to our assessment of this project. We hope that you will let us know <u>your</u> opinion. We hope that some of you will feel that a similar study might be useful in your area.

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